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SURVEYS OF CONSUMER ATTITUDES

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

TABLES AND CHARTS

FEBRUARY 1984

The February 1984 survey is the 185th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Recent change charts include quarterly data before 1978 and monthly data starting in January of 1978. Historical series charts show quarterly data before 1978 and 3 month moving averages since then. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

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CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

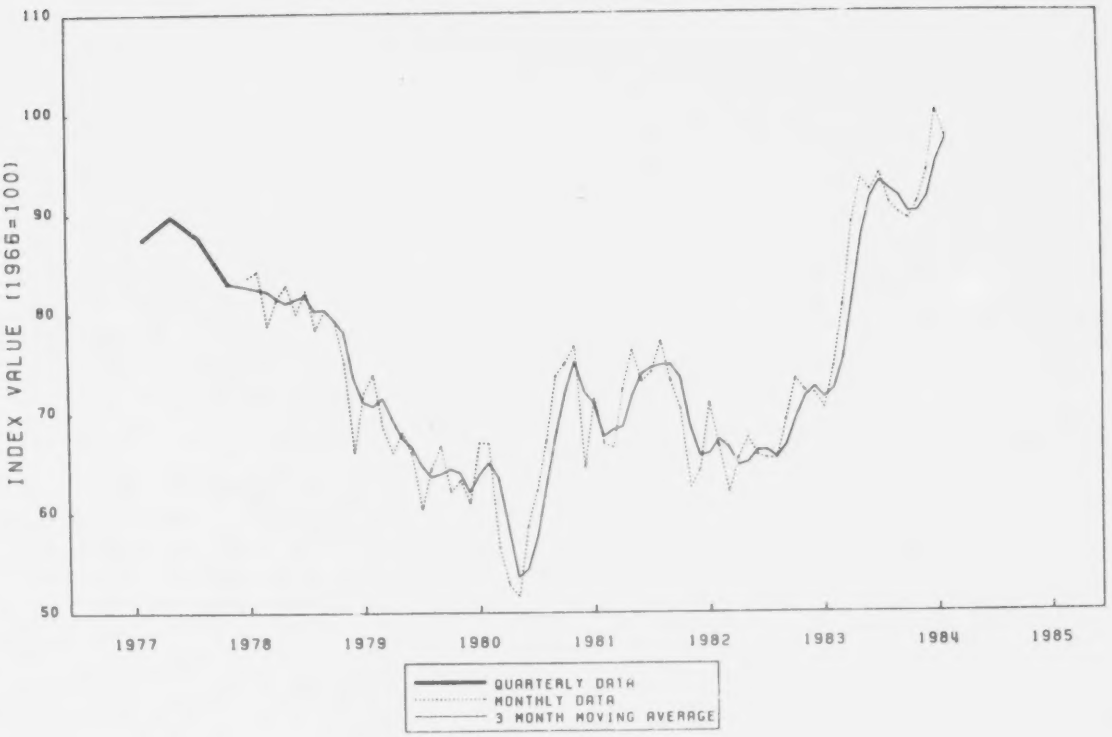


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT

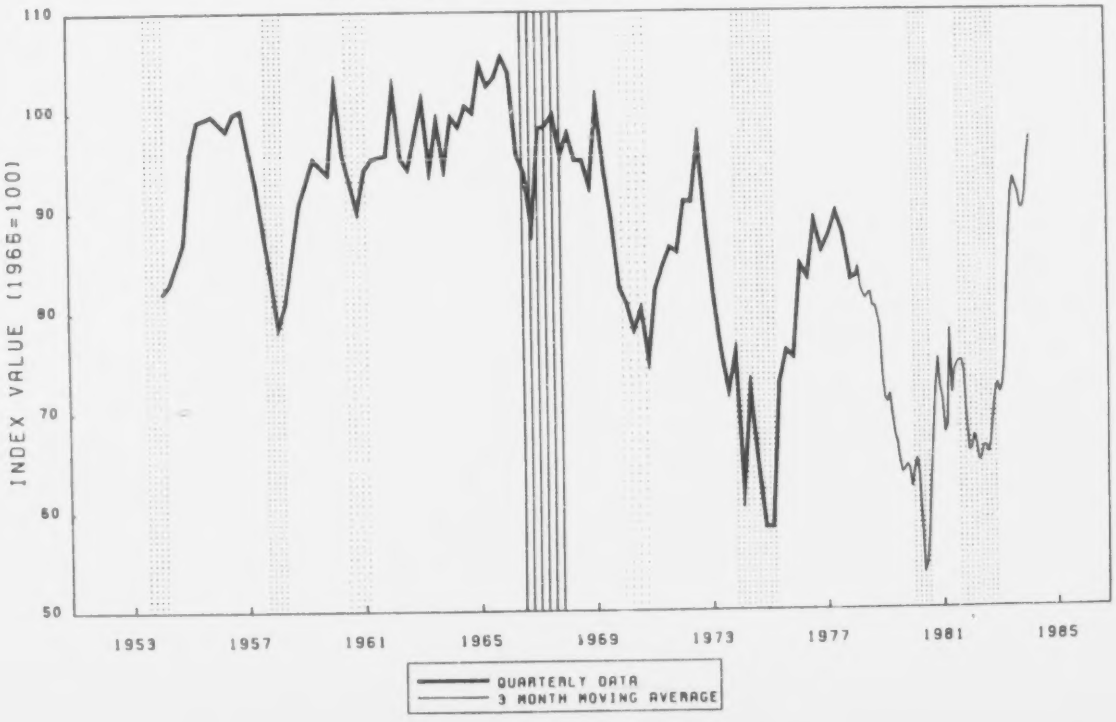


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
February 1981	66.9	74.2	77.5
March 1981	66.5	72.1	73.7
April 1981	72.4	77.1	78.0
May 1981	76.3	80.8	85.0
June 1981	73.1	81.2	82.9
July 1981	74.1	80.8	82.1
August 1981	77.2	82.7	85.0
September 1981	73.1	75.2	73.3
October 1981	70.3	74.5	77.9
November 1981	62.5	67.2	66.3
December 1981	64.3	71.0	71.1
January 1982	71.0	77.9	77.8
February 1982	66.5	71.5	72.8
March 1982	62.0	67.0	67.9
April 1982	65.5	71.5	73.2
May 1982	67.5	72.7	74.8
June 1982	65.7	71.4	72.9
July 1982	65.4	68.9	69.2
August 1982	65.4	71.0	73.6
September 1982	69.3	78.4	81.1
October 1982	73.4	77.5	80.9
November 1982	72.1	79.3	81.1
December 1982	71.9	78.0	80.5
January 1983	70.4	78.2	78.8
February 1983	74.6	79.9	81.3
March 1983	80.8	88.4	88.9
April 1983	89.1	97.1	99.0
May 1983	93.3	99.6	101.0
June 1983	92.2	101.2	102.5
July 1983	93.9	104.4	106.5
August 1983	90.9	101.2	103.5
September 1983	89.9	99.0	102.3
October 1983	89.3	99.5	101.9
November 1983	91.1	97.2	98.8
December 1983	94.2	101.7	104.5
January 1984	100.1	112.0	114.2
February 1984	97.4	109.6	111.2

CHART 2A - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

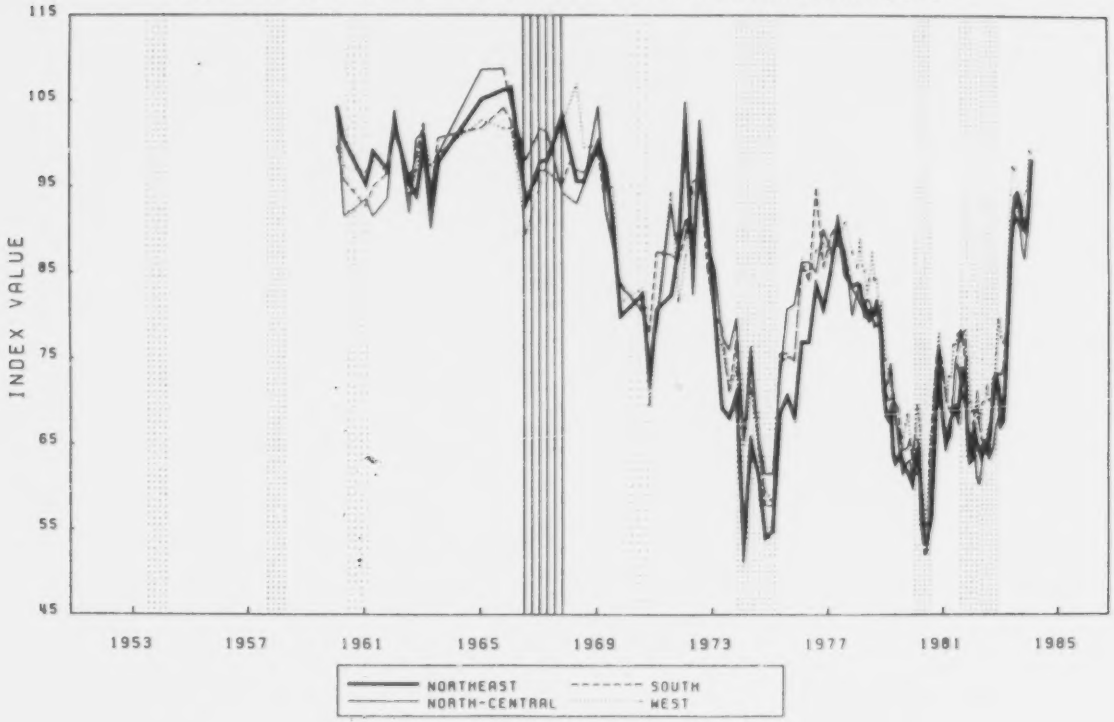


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

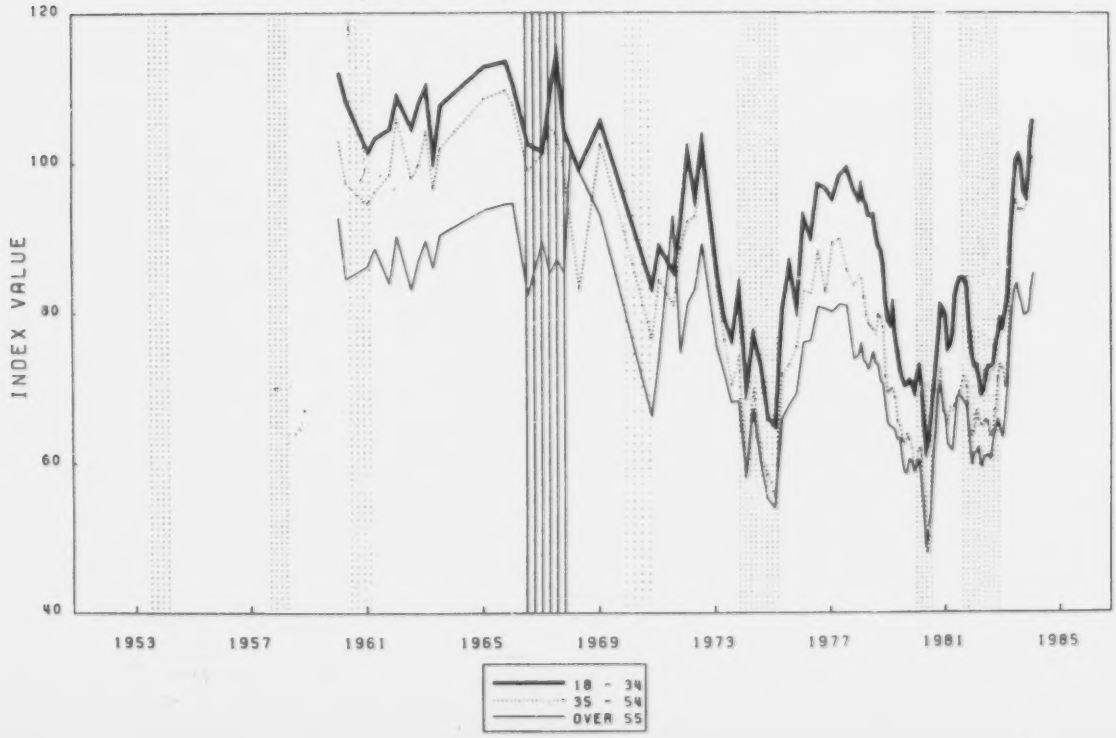


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
February 1981	64.5	62.6	70.2	70.8	72.5	68.4	59.6
March 1981	66.5	62.6	64.9	73.7	77.3	63.9	58.4
April 1981	72.6	72.7	71.0	74.2	81.5	68.3	66.9
May 1981	66.8	76.6	77.5	82.2	87.7	71.2	70.0
June 1981	68.5	74.0	75.2	73.8	81.7	67.0	69.6
July 1981	68.9	72.2	76.5	78.1	84.2	70.6	67.6
August 1981	77.0	70.1	83.2	79.2	87.8	75.0	67.9
September 1981	75.1	69.9	72.4	76.6	81.4	68.8	69.2
October 1981	67.9	68.2	68.9	79.0	80.7	65.9	64.8
November 1981	55.8	64.7	61.1	68.8	71.3	59.6	57.7
December 1981	65.0	65.3	64.4	61.6	70.9	65.3	56.7
January 1982	68.8	67.3	72.0	76.2	76.6	67.4	68.5
February 1982	65.9	60.6	71.8	68.8	71.5	68.3	59.0
March 1982	60.5	55.8	64.7	68.2	65.5	61.4	58.8
April 1982	67.2	64.6	65.0	65.8	70.6	65.5	60.4
May 1982	62.4	66.5	66.6	75.7	72.7	67.6	62.0
June 1982	65.4	65.0	64.9	68.6	72.4	64.4	60.3
July 1982	65.1	64.0	63.5	71.1	73.4	63.3	60.6
August 1982	68.1	60.6	64.0	70.6	72.6	62.9	60.2
September 1982	70.3	67.2	71.1	68.8	73.0	66.7	68.0
October 1982	77.8	66.2	74.1	79.3	81.2	72.1	65.5
November 1982	70.6	67.9	73.2	79.3	76.6	75.7	63.8
December 1982	66.1	70.0	72.5	80.4	78.9	71.7	64.2
January 1983	64.9	70.5	73.6	72.8	78.8	70.0	62.0
February 1983	72.1	72.3	75.8	77.2	82.1	68.3	72.4
March 1983	82.9	73.7	82.7	84.4	84.9	81.5	75.5
April 1983	89.1	88.0	87.2	95.6	95.8	90.5	80.5
May 1983	88.3	90.7	93.3	102.7	97.2	97.1	84.9
June 1983	95.1	88.7	92.5	94.1	97.8	94.4	83.9
July 1983	98.3	93.8	89.9	94.3	106.0	93.6	83.0
August 1983	89.6	92.0	91.3	89.6	99.2	92.9	80.0
September 1983	92.6	87.8	89.3	90.8	94.8	94.5	80.9
October 1983	89.9	83.7	91.5	93.5	94.2	93.8	77.8
November 1983	87.7	88.3	91.5	98.5	97.2	94.6	80.7
December 1983	91.4	96.2	95.2	92.2	102.3	97.5	81.8
January 1984	100.7	96.8	97.5	107.5	107.9	106.0	87.4
February 1984	102.3	98.4	93.5	97.1	106.2	98.9	86.5

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

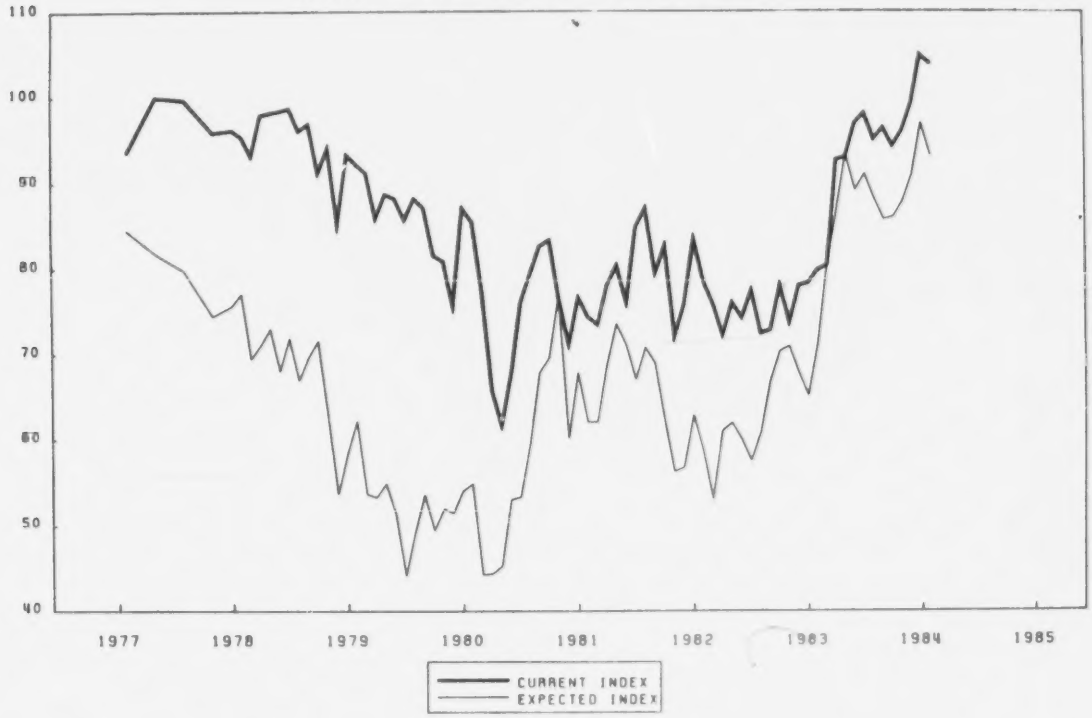


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

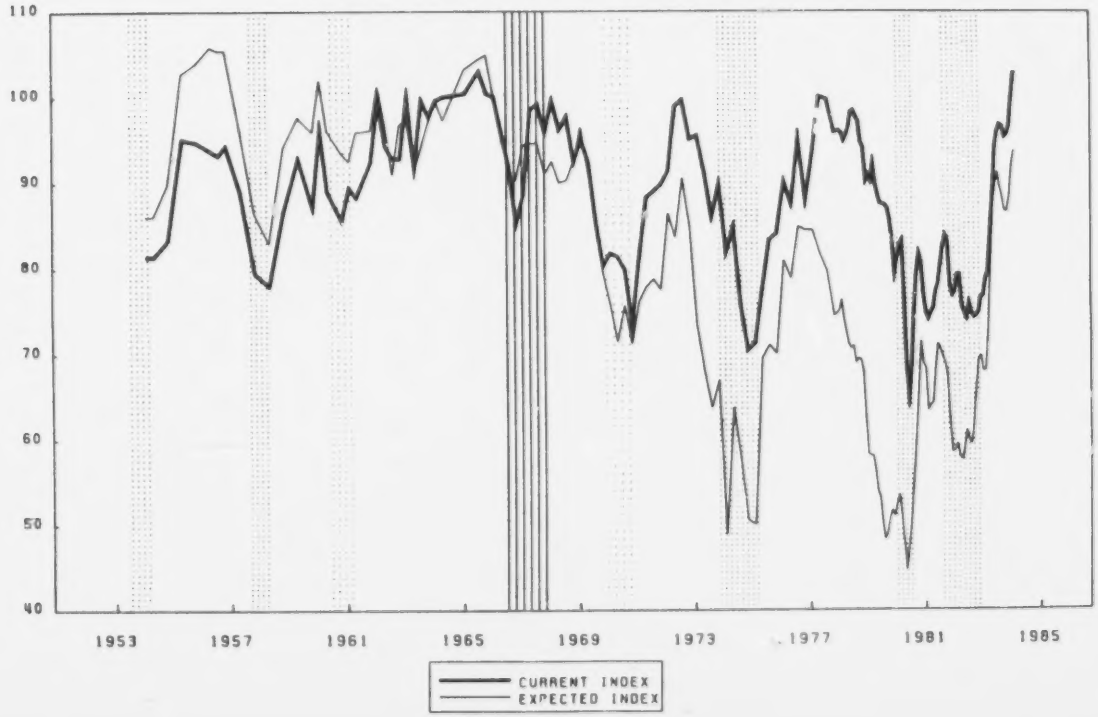


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
February 1981	80	106	64	73	109	74.4	62.1
March 1981	86	104	68	72	101	73.5	62.1
April 1981	79	111	83	78	121	78.1	68.8
May 1981	95	118	92	81	111	80.4	73.6
June 1981	89	113	91	78	104	76.1	71.2
July 1981	99	114	81	70	118	84.9	67.1
August 1981	100	117	92	72	123	87.1	70.8
September 1981	94	113	80	80	109	79.5	69.0
October 1981	95	110	68	67	117	82.7	62.3
November 1981	85	110	54	56	99	72.1	56.3
December 1981	94	110	54	61	101	75.9	56.8
January 1982	92	115	66	70	124	83.5	62.9
February 1982	91	112	56	65	111	78.6	58.7
March 1982	89	106	44	60	106	75.9	53.1
April 1982	87	111	62	70	99	72.3	61.1
May 1982	94	113	62	72	102	76.1	62.0
June 1982	92	116	58	65	99	74.3	60.1
July 1982	90	113	53	63	110	77.5	57.6
August 1982	89	110	64	69	97	72.5	60.9
September 1982	89	116	76	74	98	72.9	66.9
October 1982	95	119	79	83	106	78.1	70.4
November 1982	85	121	77	86	105	73.8	71.0
December 1982	90	117	74	80	111	78.1	67.9
January 1983	91	115	76	69	111	78.4	65.2
February 1983	89	117	87	81	117	79.9	71.2
March 1983	92	126	113	85	115	80.5	80.9
April 1983	108	131	120	99	131	92.7	86.9
May 1983	101	137	139	100	139	93.1	93.4
June 1983	110	128	134	97	141	96.9	89.2
July 1983	111	126	136	104	143	98.1	91.1
August 1983	106	124	130	100	140	95.1	88.2
September 1983	109	125	125	95	140	96.4	85.8
October 1983	104	124	124	98	140	94.3	86.1
November 1983	111	127	129	98	138	96.1	87.9
December 1983	123	125	140	102	134	99.3	91.0
January 1984	117	129	154	108	155	104.9	97.0
February 1984	119	130	139	106	151	103.9	93.2

(1) See Table 4.
(2) See Table 6.
(3) See Table 18.
(4) See Table 19.
(5) See Table 26.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

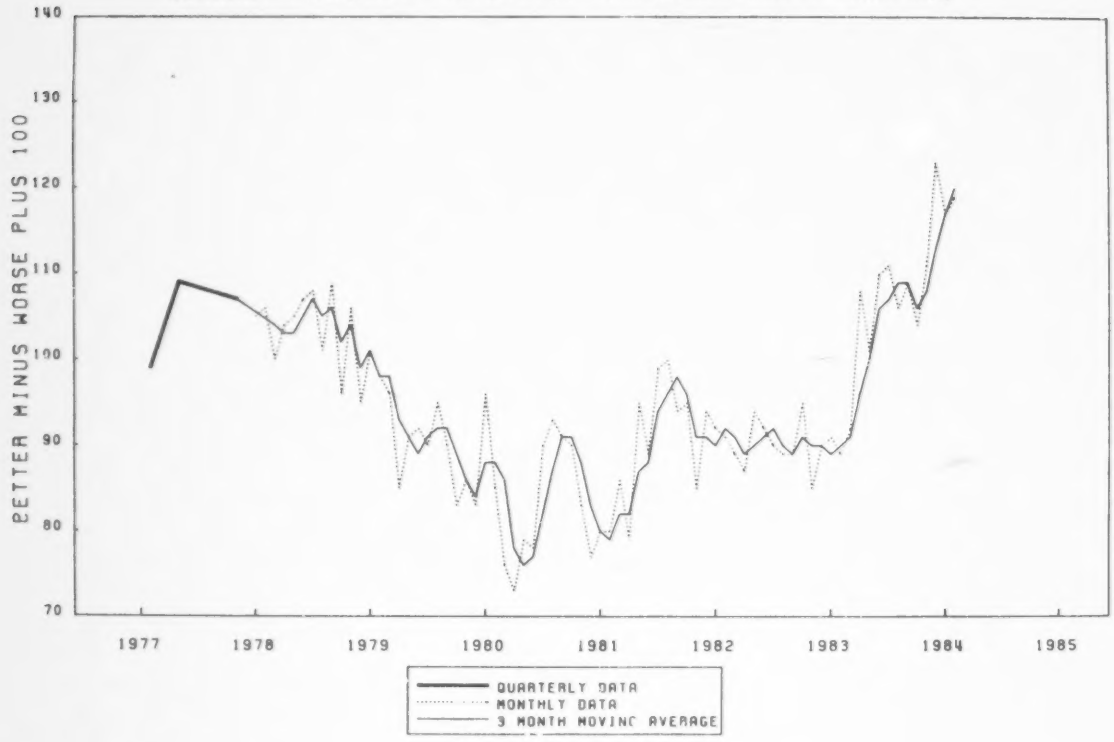


CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

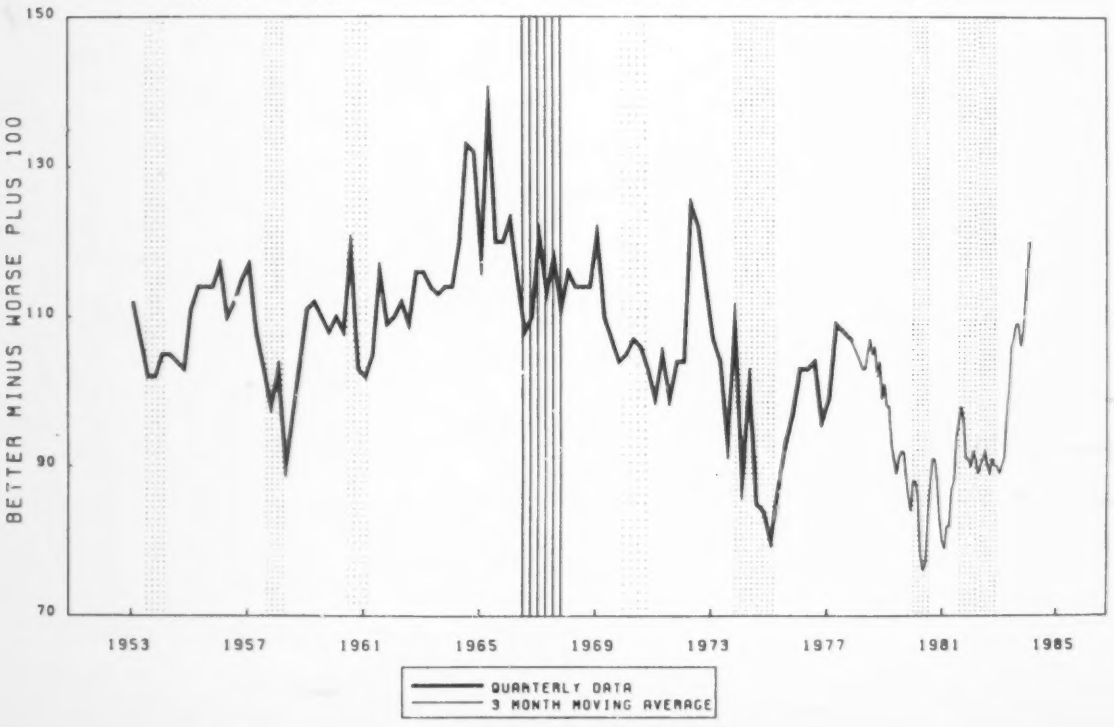


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
BETTER OFF	30%	31%	39%	34%	38%	40%	36%	38%	36%	38%	45%	42%	44%
SAME	29	30	30	33	33	31	34	33	32	35	33	32	31
WORSE OFF	41	39	31	33	28	29	30	29	32	27	22	25	25
DK,NA	*	*	*	*	1	*	*	*	*	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

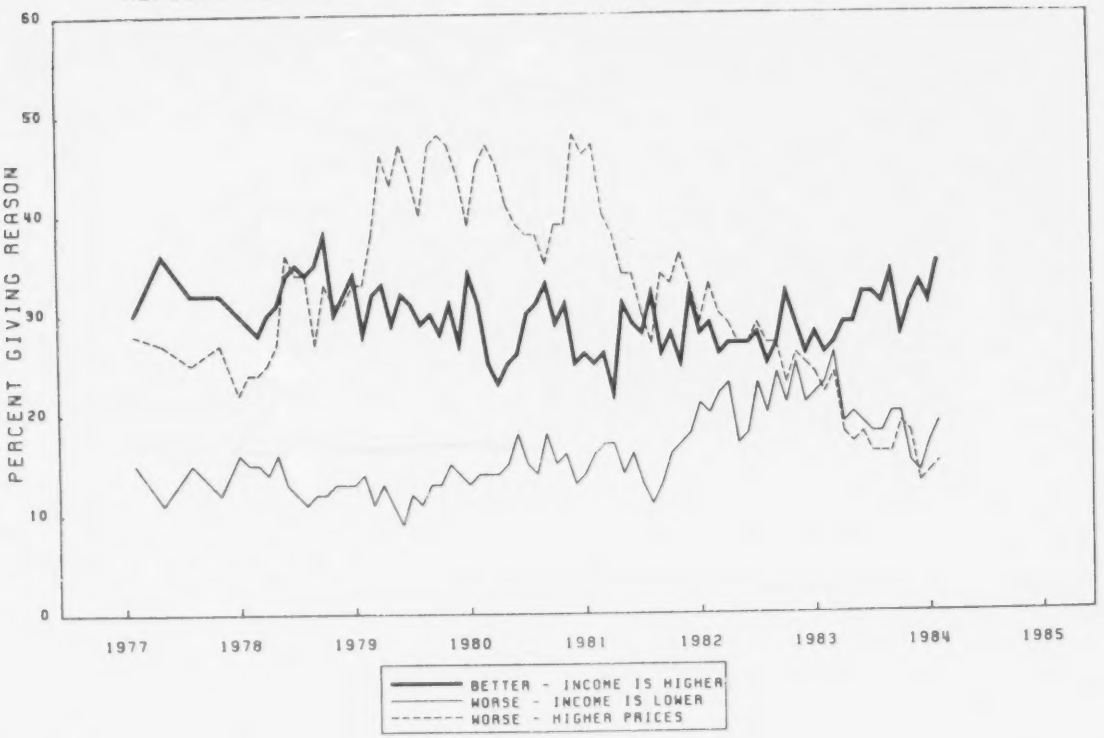


CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

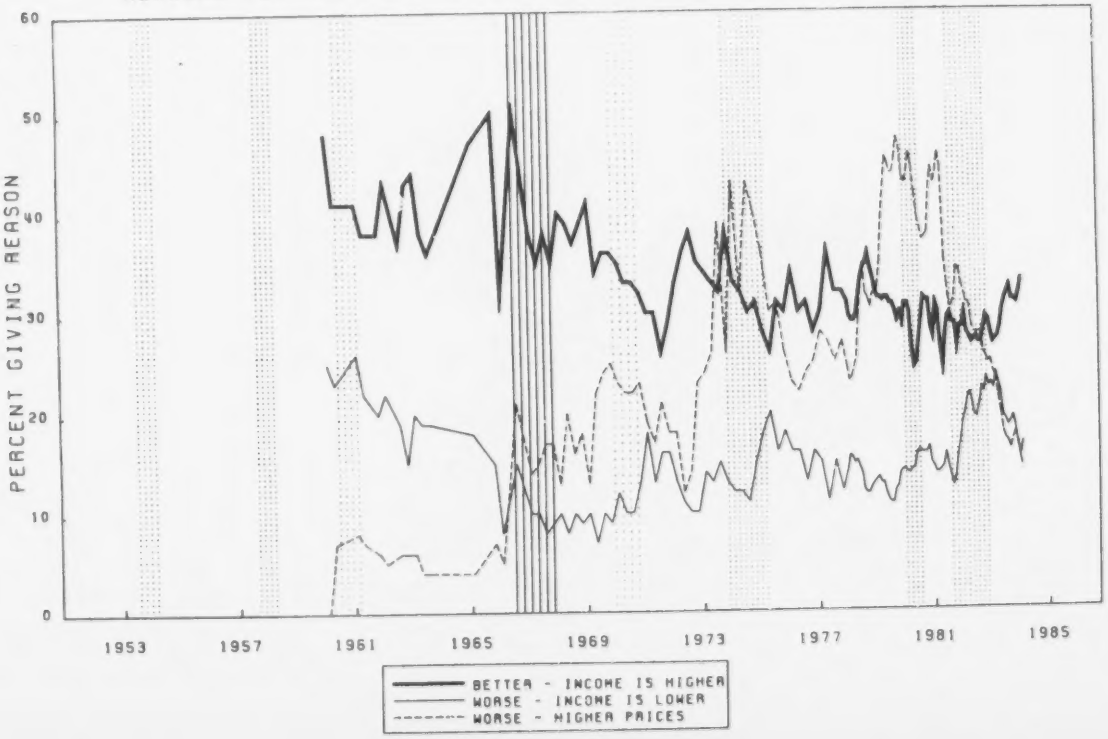


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
BETTER OFF THAN YEAR AGO:													
Income is higher	26%	27%	29%	29%	32%	32%	31%	34%	28%	31%	33%	31%	35%
WORSE OFF THAN YEAR AGO:													
Income is lower	23	26	19	20	19	18	18	20	20	15	14	17	19
Higher prices	22	24	18	17	18	16	16	16	19	18	13	14	15

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

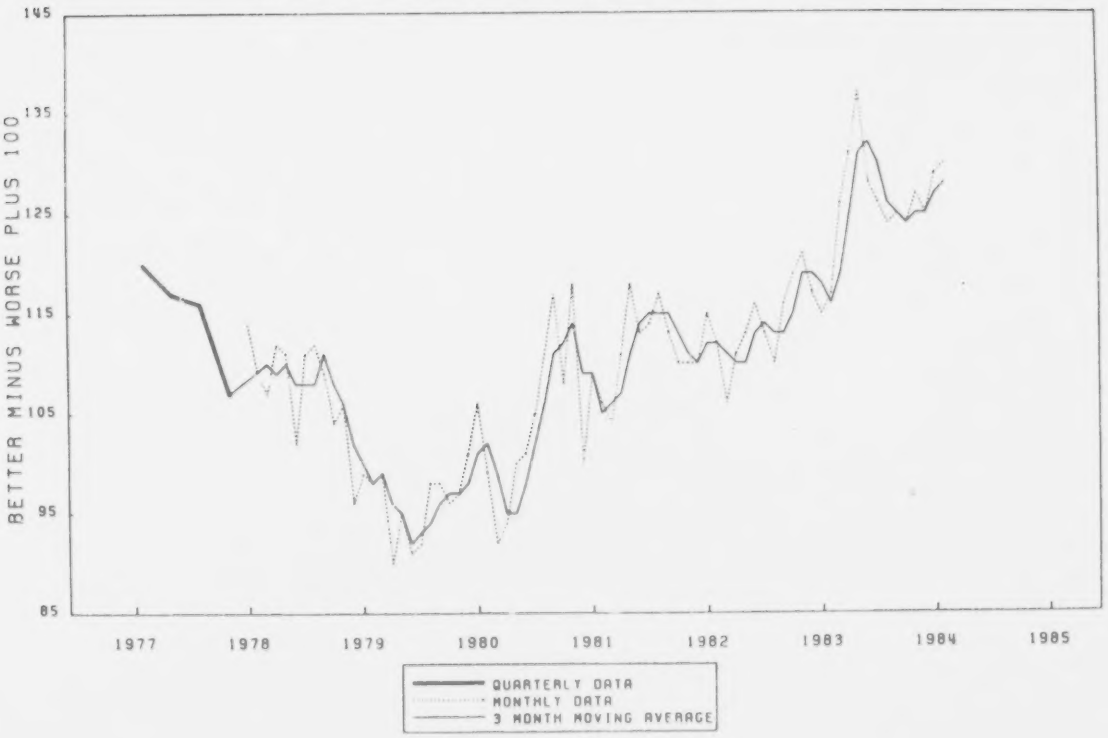


CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

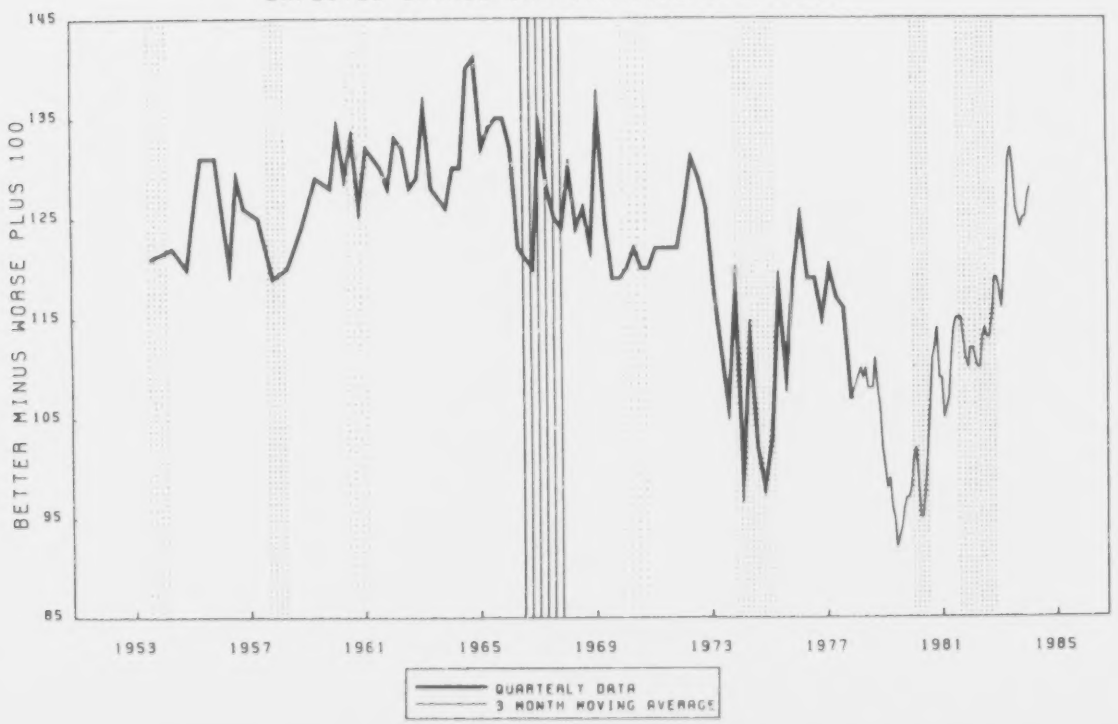


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
BETTER OFF	33%	39%	40%	43%	37%	35%	37%	37%	37%	38%	35%	38%	41%
SAME	47	46	47	47	52	52	46	48	46	47	51	50	44
WORSE OFF	16	13	9	6	9	9	13	12	13	11	10	9	11
DK,NA	4	2	4	4	2	4	4	3	4	4	4	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

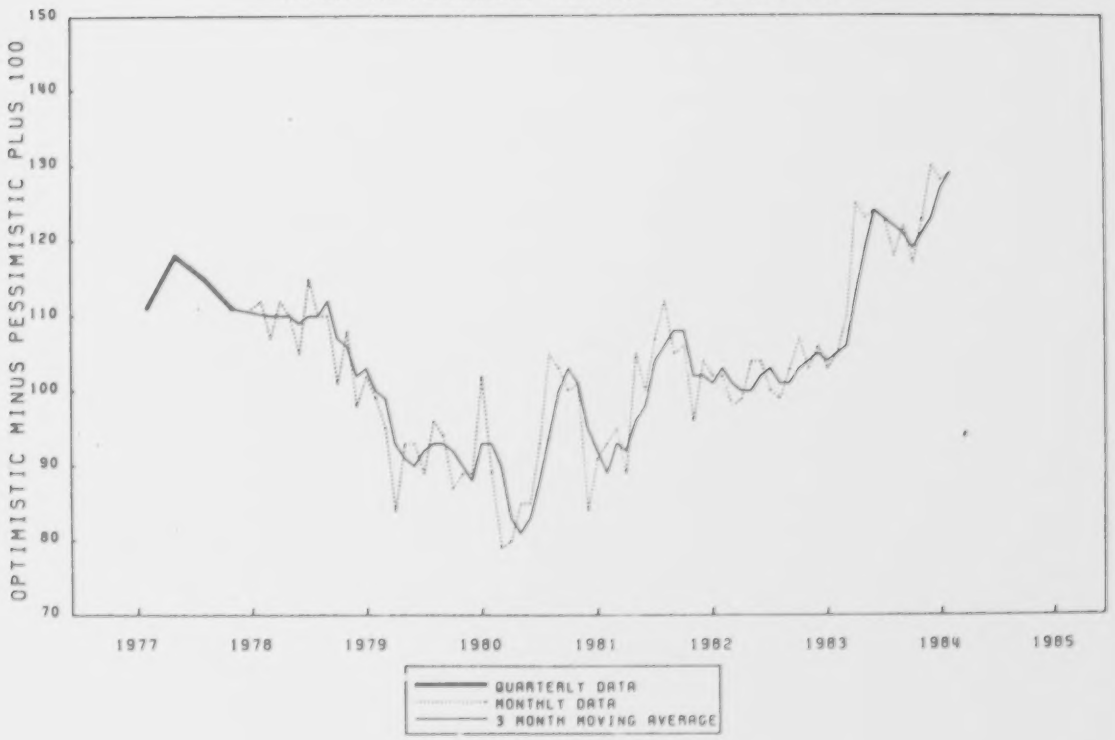


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

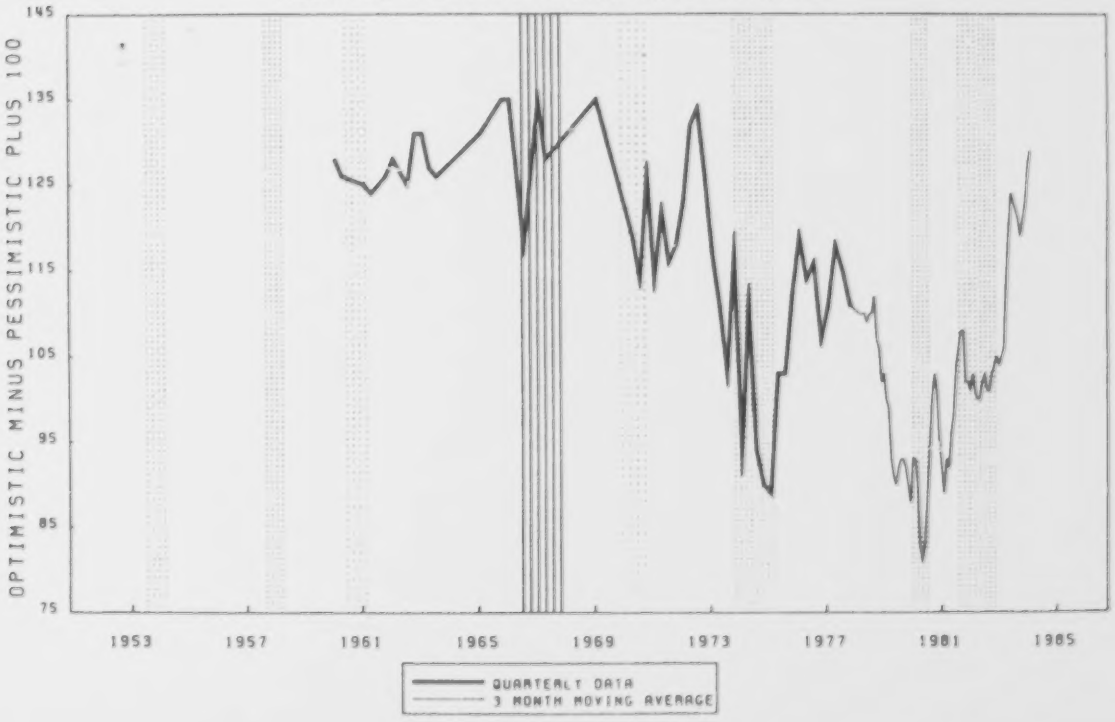


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	13%	16%	19%	18%	19%	20%	19%	18%	19%	20%	22%	22%	24%
Intermittent increase (b)	22	22	26	25	26	24	23	27	23	23	26	26	25
Remain unchanged (c)	16	16	18	18	20	21	19	18	18	21	22	18	17
Intermittent decline (d)	20	21	15	18	17	16	18	17	18	15	13	16	16
Continuous decline (e)	10	7	5	2	4	5	6	6	7	5	5	4	4
Mixed change (f)	14	16	13	15	11	10	10	11	11	11	8	10	10
DK,NA	5	2	4	4	3	4	5	3	4	5	4	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

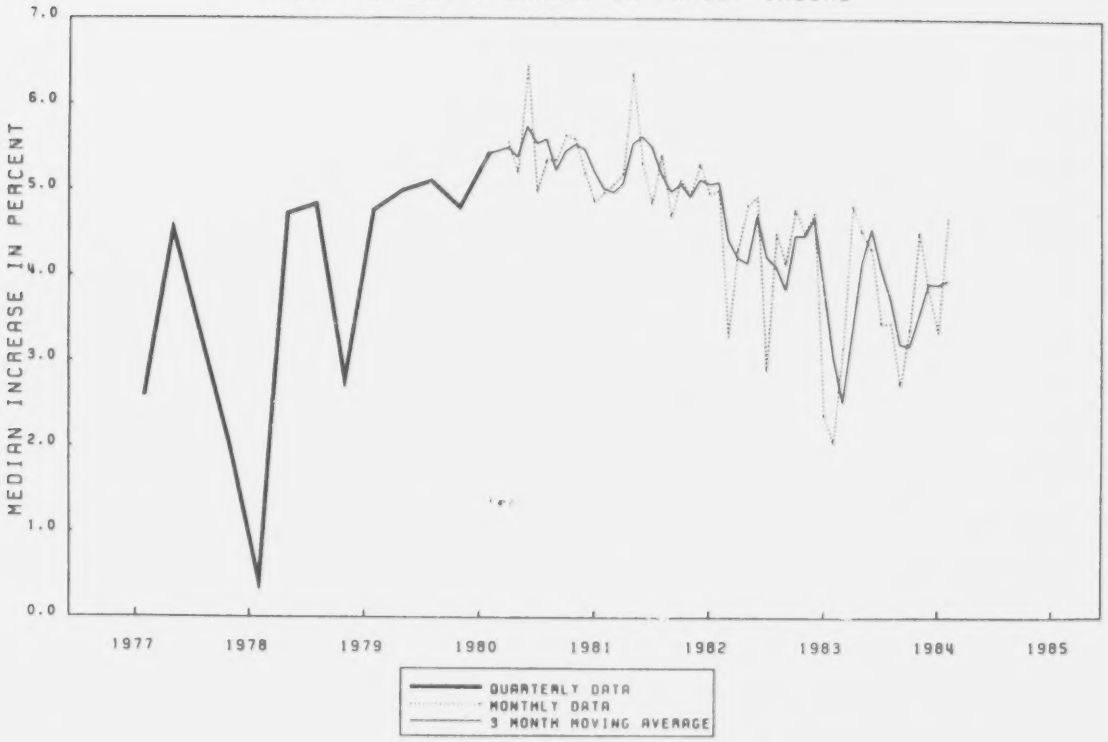


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
EXPECT INCREASE:													
1-4%	7%	7%	9%	8%	8%	9%	13%	11%	11%	12%	12%	15%	13%
5%	9	10	12	9	11	12	10	12	10	9	10	11	13
6-9%	8	10	12	8	11	10	10	5	10	8	10	8	10
10-24%	16	16	19	20	16	15	15	14	15	19	16	16	19
25% or more	8	7	7	9	8	7	8	9	7	8	7	7	6
DK how much up	4	5	4	5	4	4	4	6	5	7	5	4	4
EXPECT SAME	30	26	25	26	28	28	23	30	26	23	26	27	22
EXPECT DOWN	16	17	10	14	13	13	14	12	13	11	12	10	11
DK,NA	2	2	2	1	1	2	3	1	3	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE LAST YEAR

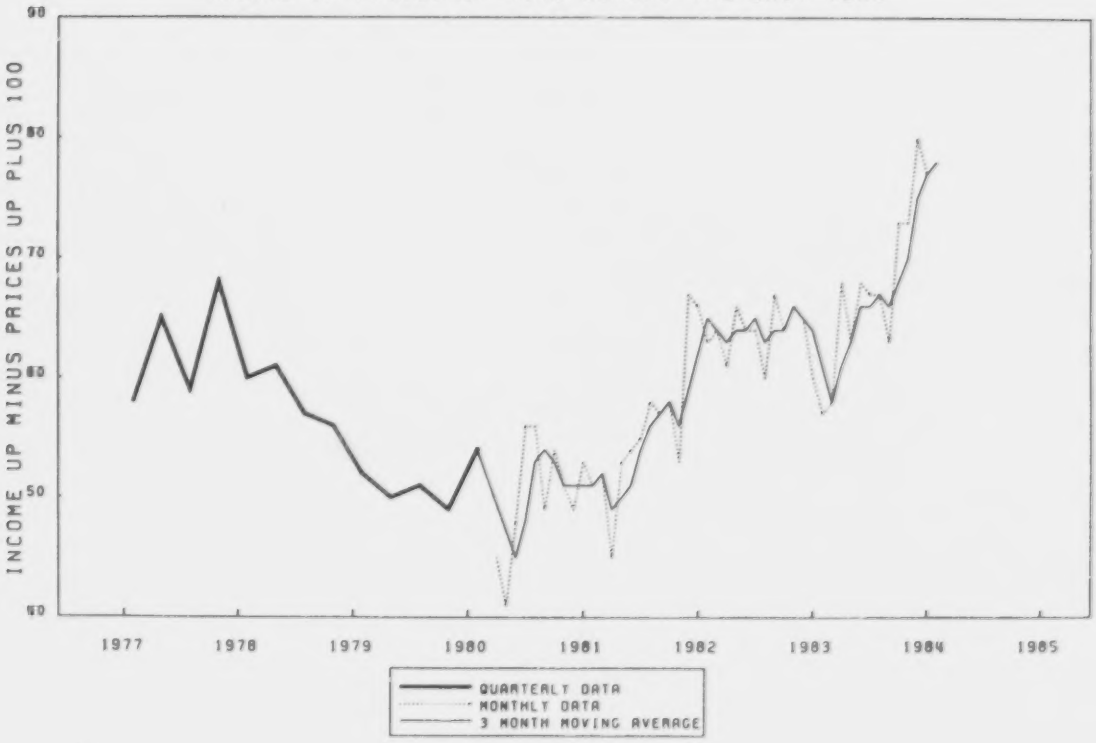


TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
INCOME UP MORE	14%	16%	17%	16%	17%	18%	20%	15%	20%	22%	23%	23%	22%
INCOME UP SAME	27	25	32	30	32	29	26	31	32	28	32	29	32
PRICES UP MORE	57	58	49	53	49	51	53	52	47	49	43	46	44
DK,NA	2	1	2	1	2	2	1	2	1	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

CHART 10 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

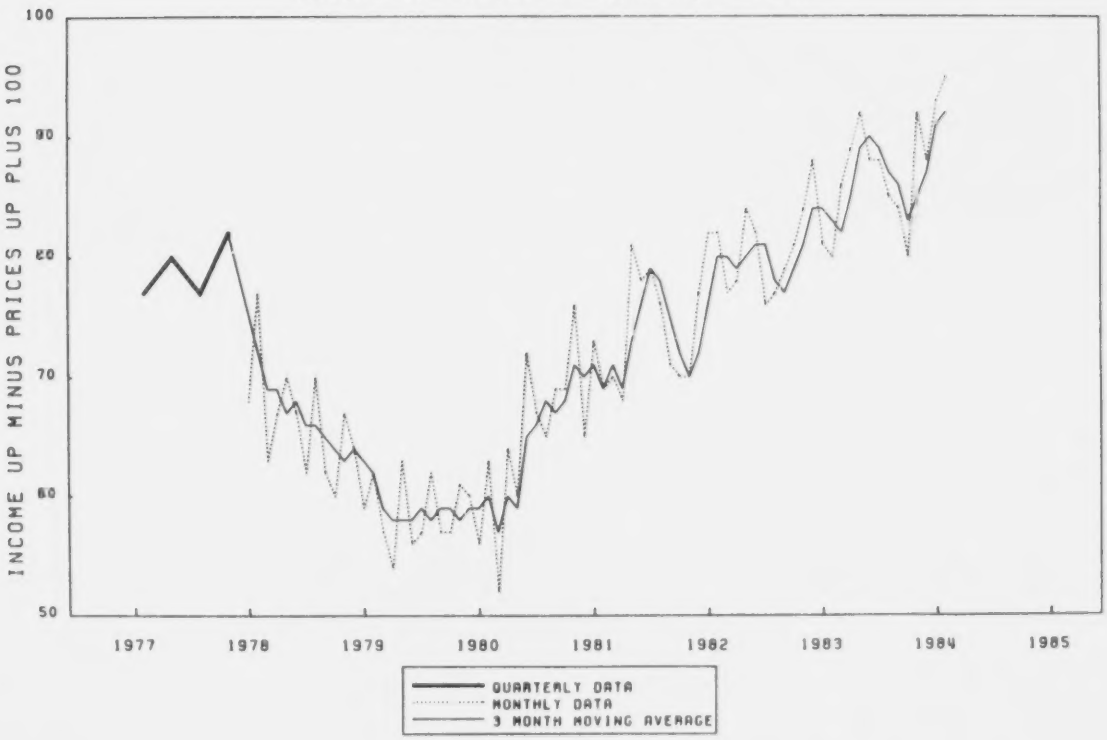


TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
INCOME UP MORE	16%	21%	19%	24%	20%	22%	19%	19%	18%	23%	20%	23%	24%
INCOME UP SAME	44	41	46	42	46	41	43	44	41	42	45	45	45
PRICES UP MORE	36	35	30	32	32	34	34	35	38	31	32	30	29
DK,NA	4	3	5	2	2	3	4	2	3	4	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 11 - RECENT CHANGES

TREND IN INCOME AND PRICE COMPARISON

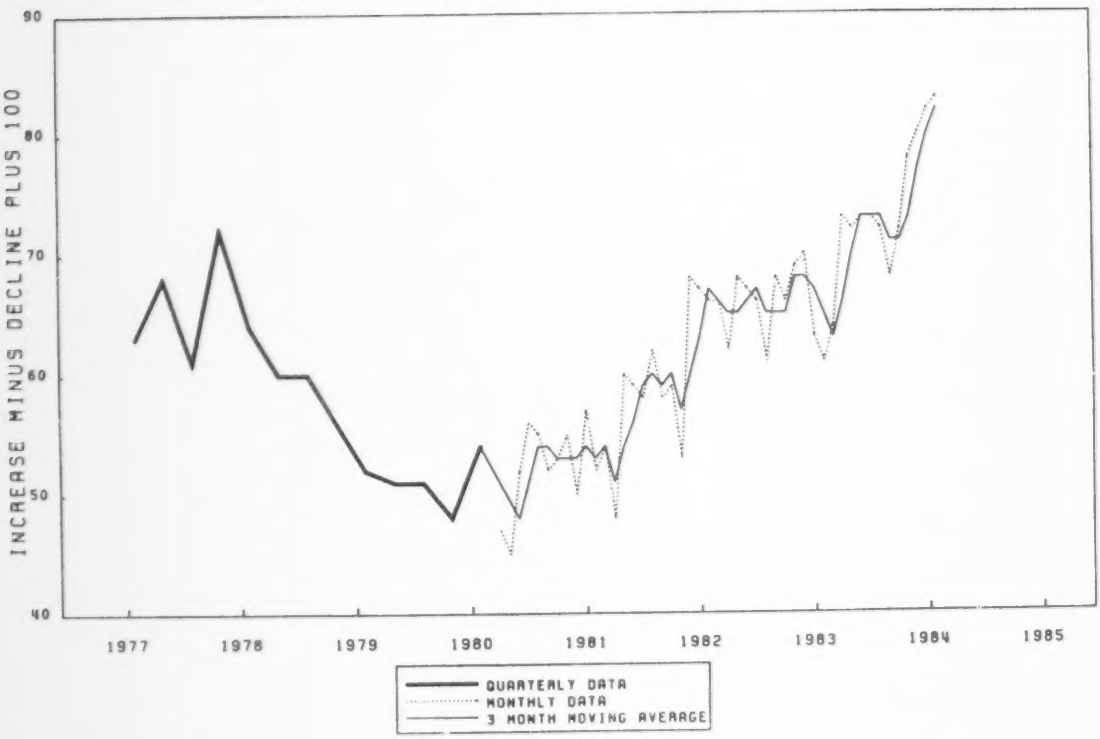


TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	10%	9%	10%	9%	10%	10%	8%	11%	13%	12%	12%	13%
Intermittent increase (b)	8	8	11	10	12	13	13	10	10	12	14	14	13
Remain unchanged (c)	17	15	21	19	21	17	16	21	20	17	19	19	20
Intermittent decline (d)	27	27	23	23	23	23	24	23	21	23	23	21	22
Continuous decline (e)	28	27	24	25	25	27	27	27	28	24	23	23	21
Mixed change (f)	7	9	7	11	7	7	6	8	7	7	6	8	6
DK,NA	5	4	5	2	3	3	4	3	3	4	3	3	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

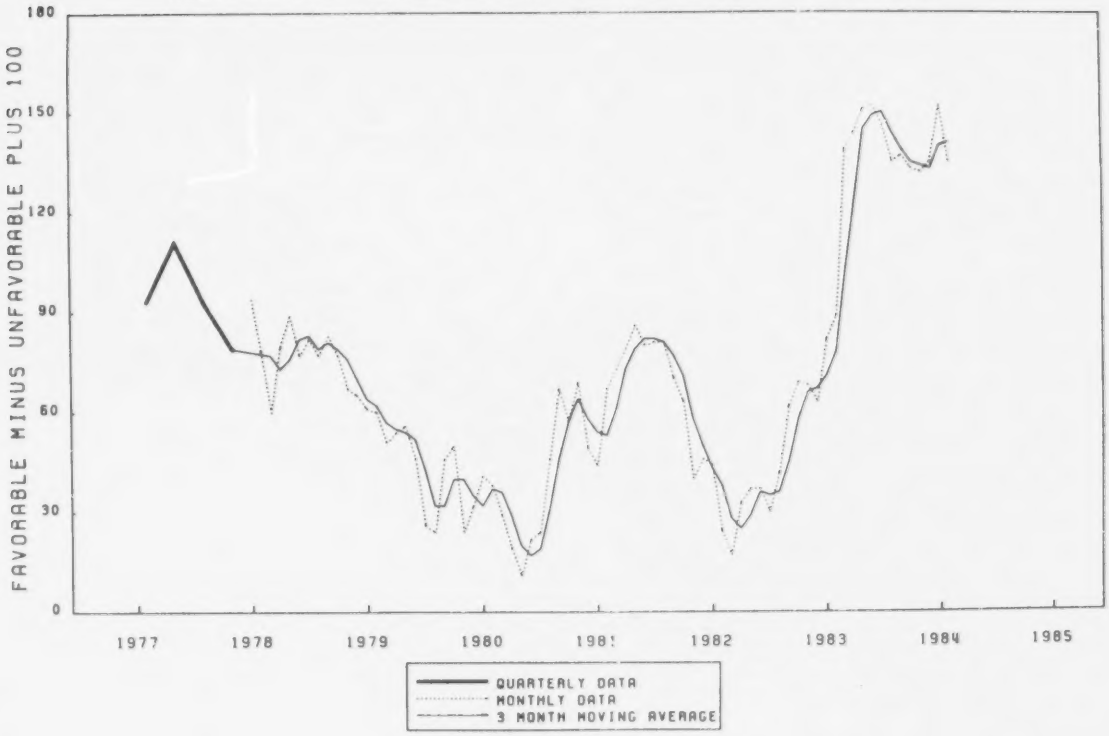


CHART 12 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

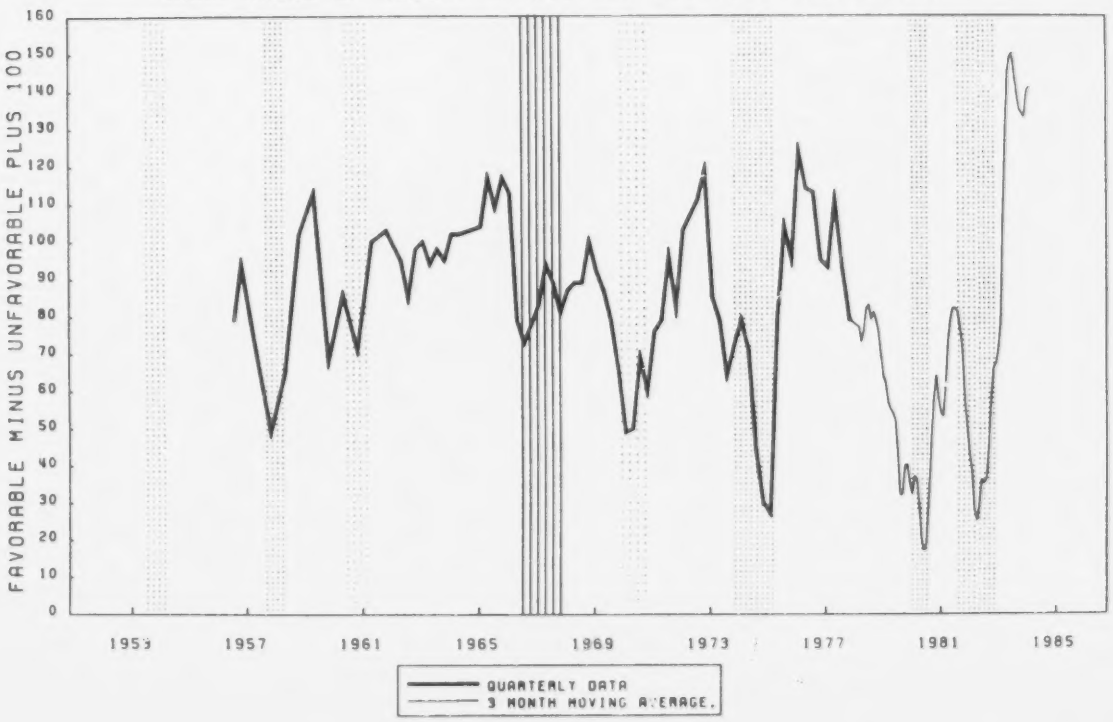


TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
FAVORABLE NEWS	49%	79%	76%	80%	83%	74%	69%	64%	63%	62%	60%	78%	66%
UNFAVORABLE NEWS	60	40	32	29	31	28	34	27	30	30	25	26	31
NO MENTIONS	32	28	32	31	27	34	34	43	41	39	42	33	38

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

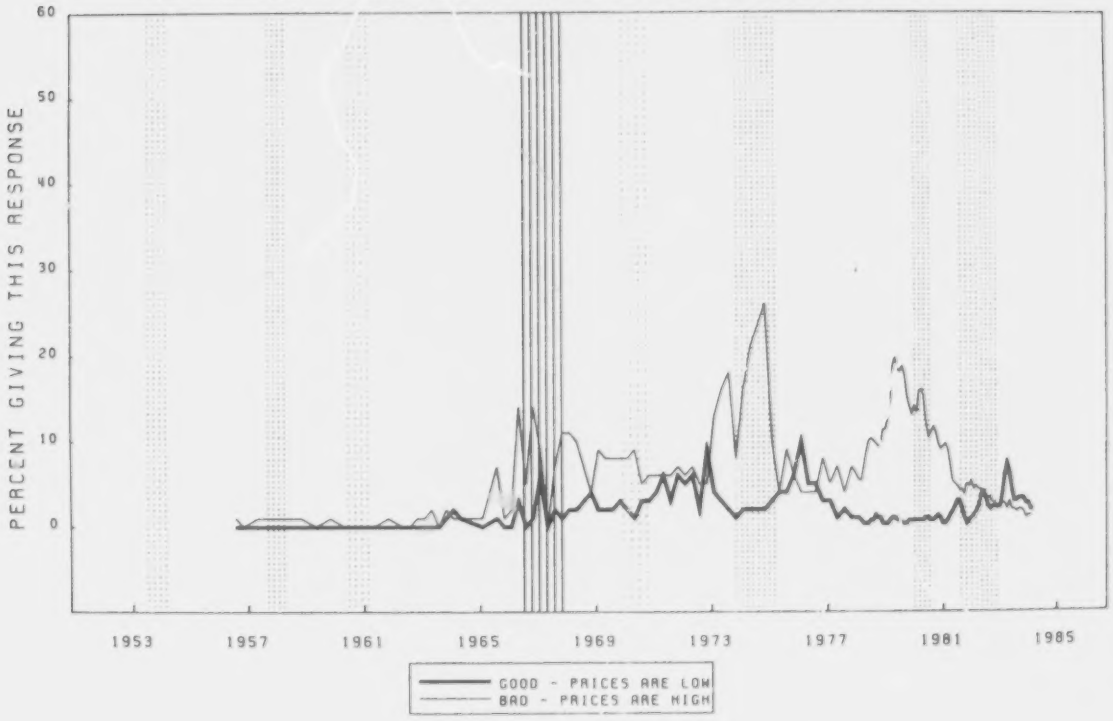


CHART 13B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

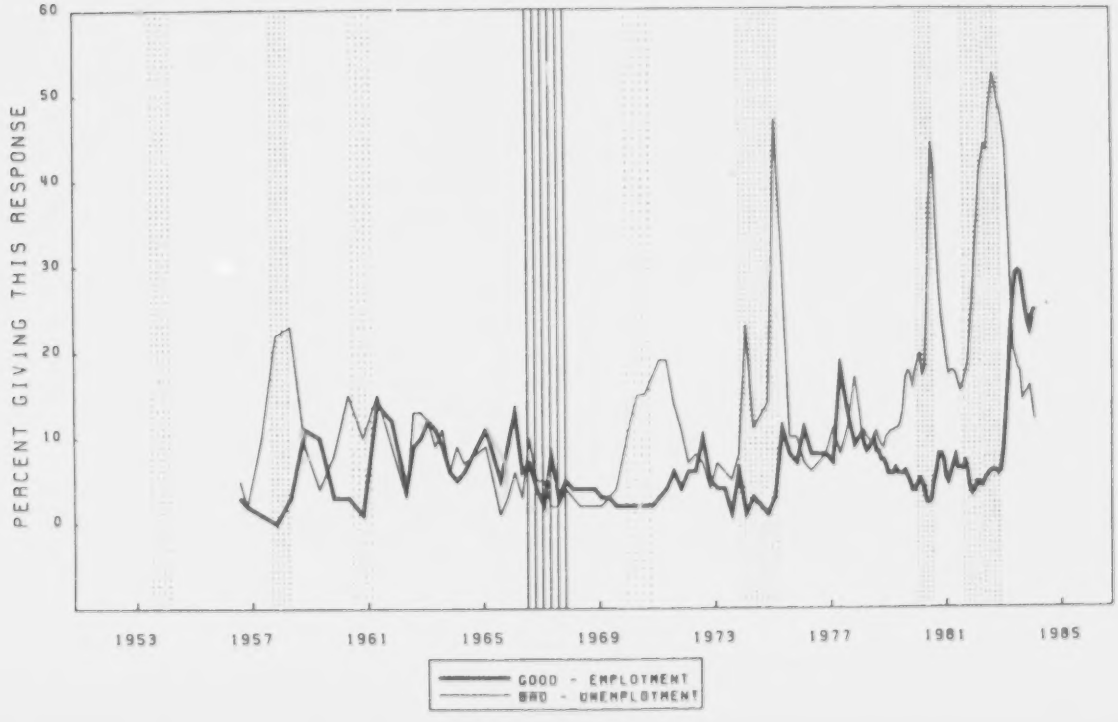


TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
FAVORABLE NEWS:													
Government; elections	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	3%	2%
Employment	17	22	29	28	31	29	27	25	23	22	22	27	25
Consumer demand high	6	8	8	11	12	11	13	11	11	13	12	18	15
Prices are low	6	9	7	3	3	3	3	4	3	3	2	3	1
Credit is easy	9	17	15	16	17	11	8	8	7	5	4	5	4
UNFAVORABLE NEWS:													
Government; elections	4	2	3	3	2	2	3	1	1	2	3	2	5
Unemployment	39	24	20	17	21	16	16	11	18	17	13	13	10
Consumer demand low	3	3	3	2	2	2	2	1	1	2	*	2	1
Prices are high	3	2	1	3	2	1	2	3	1	1	1	2	1
Credit is tight	1	*	1	1	1	3	6	4	2	1	2	1	2
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

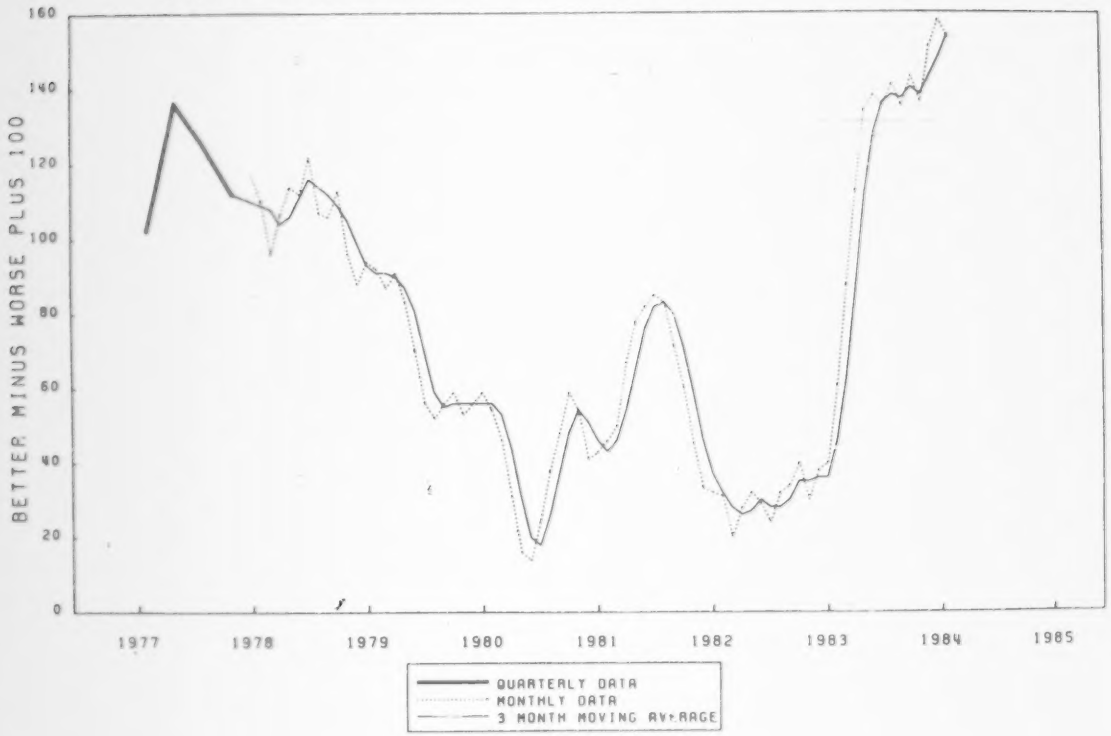


CHART 14 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

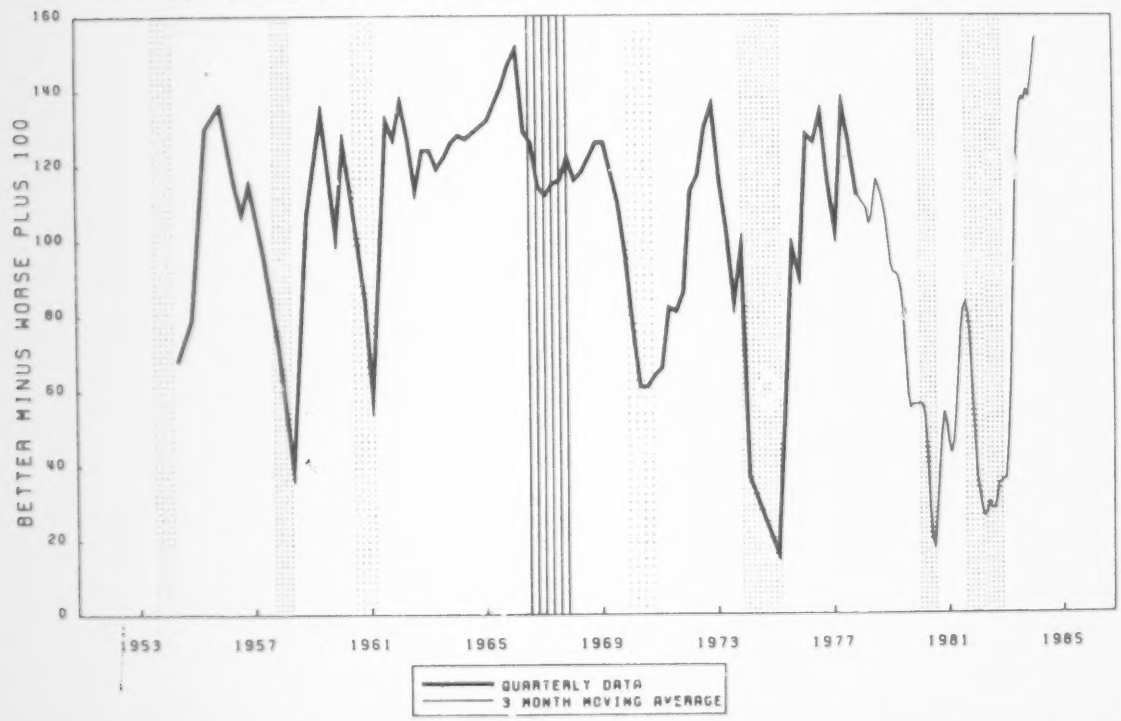


TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
BETTER NOW	26%	39%	51%	62%	64%	63%	66%	62%	66%	63%	71%	75%	72%
SAME	8	10	10	10	9	8	8	10	9	8	8	6	8
WORSE NOW	65	51	38	28	26	28	25	27	23	27	20	17	19
DK,NA	1	*	1	*	1	1	1	1	2	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

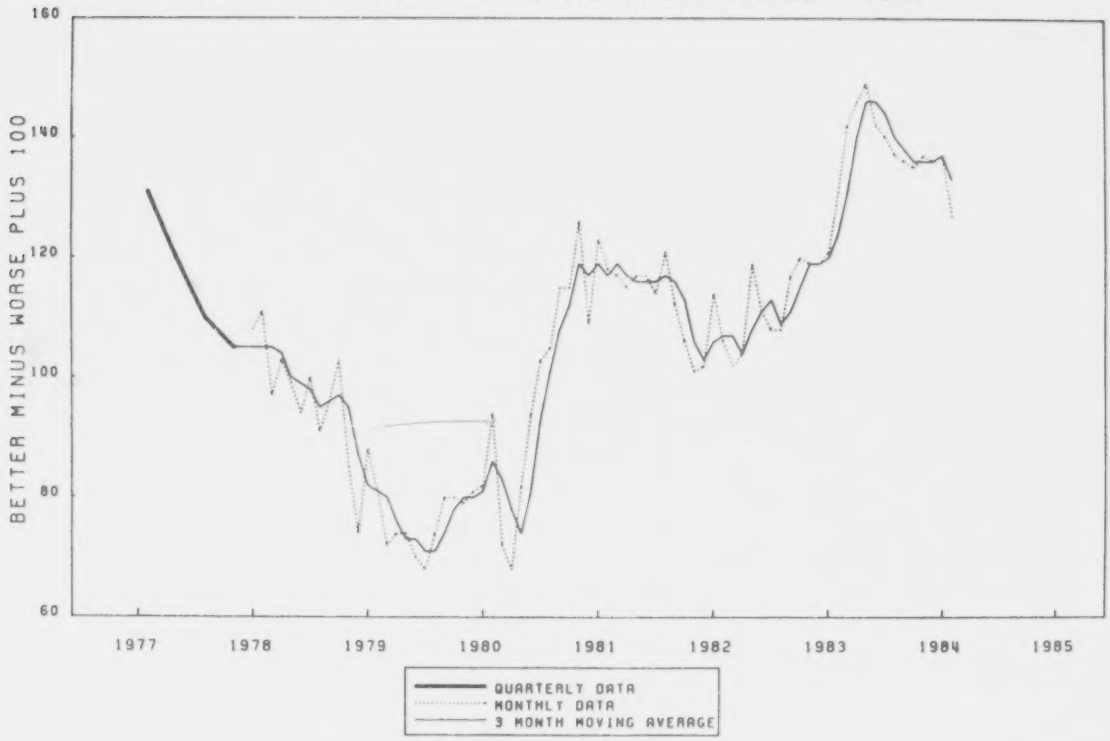


CHART 15 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

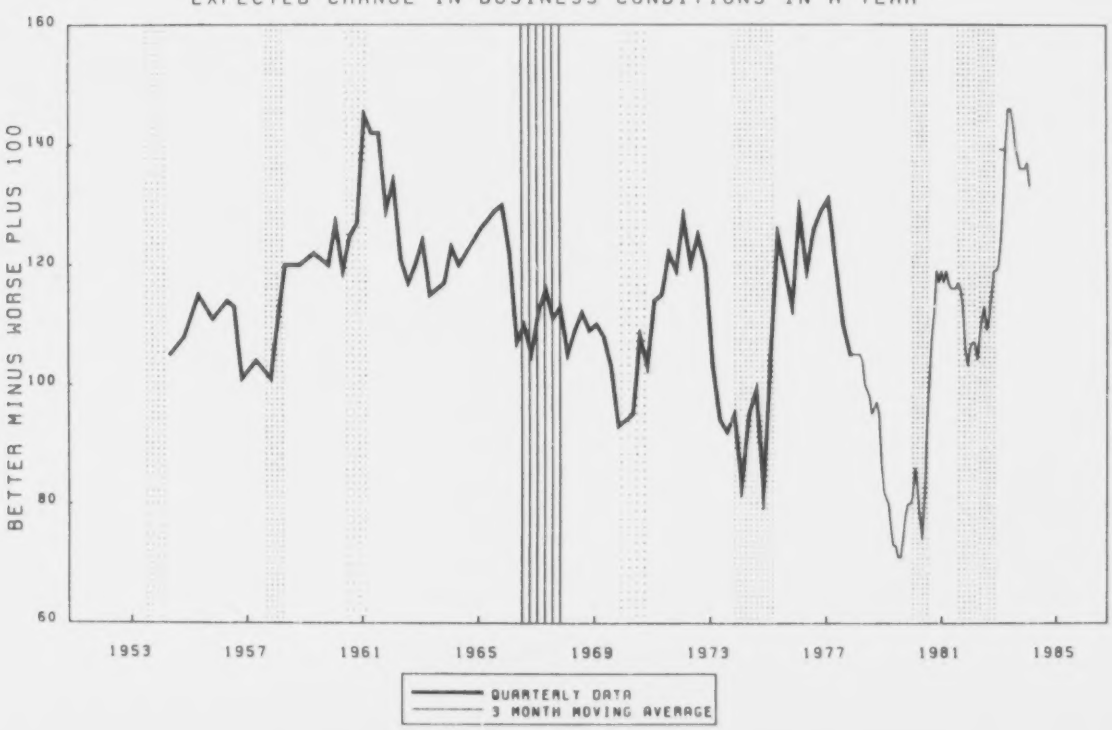


TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
BETTER	45%	51%	53%	55%	49%	48%	47%	46%	46%	46%	44%	46%	38%
SAME	40	39	38	38	42	42	42	42	41	43	45	43	48
WORSE	14	9	7	6	7	8	10	10	11	9	8	9	11
DK,NA	1	1	2	1	2	2	1	2	2	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 16A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

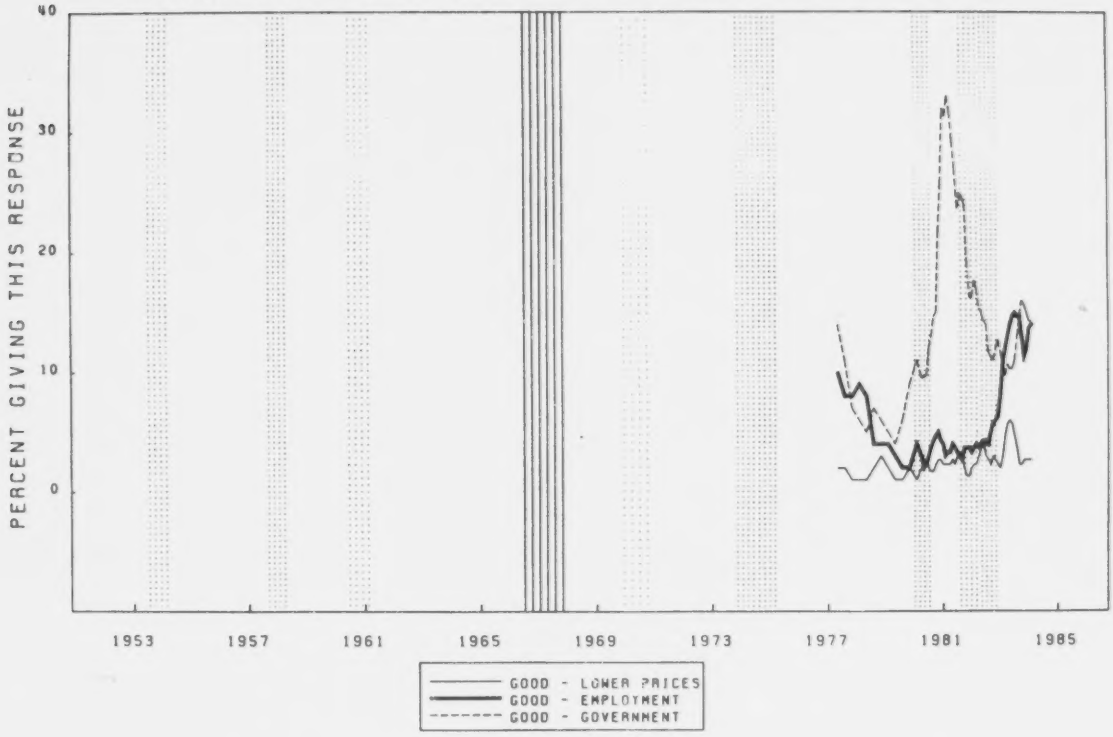


CHART 16B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

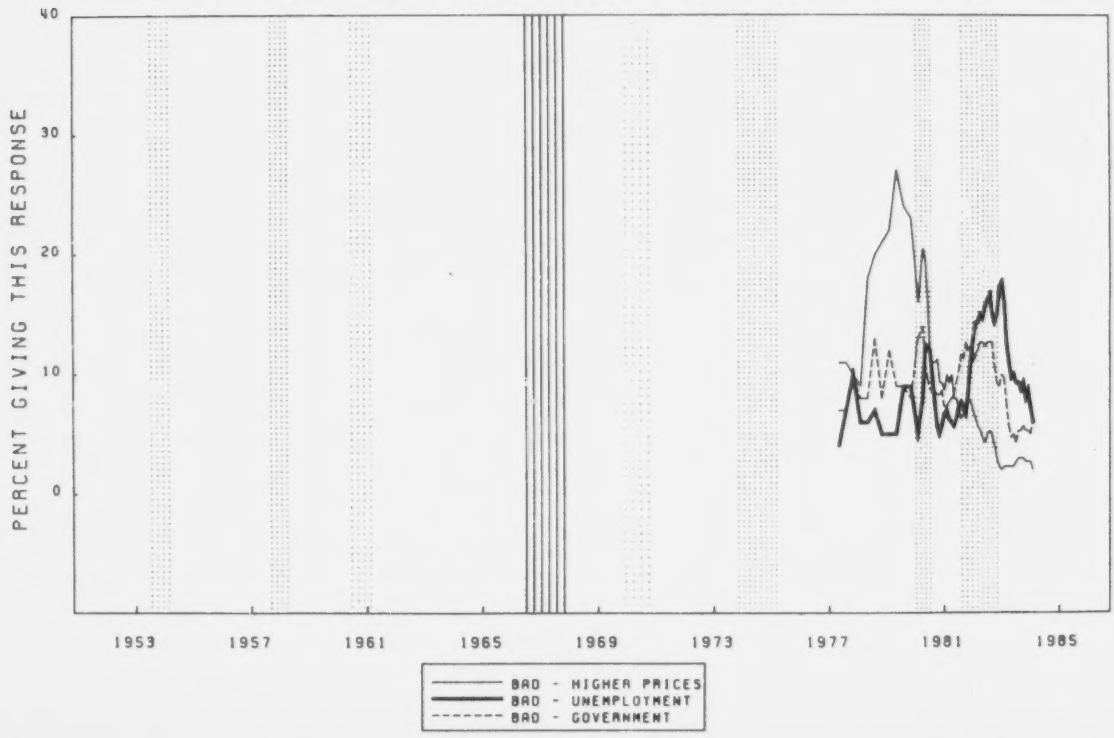


TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
FAVORABLE REASONS:													
Government; elections	11%	10%	11%	10%	10%	13%	16%	15%	17%	15%	13%	15%	15%
Employment	13	12	14	16	14	15	15	14	10	10	16	15	11
Higher consumer demand	7	6	9	10	9	7	6	7	8	8	8	8	5
Lower prices	4	7	6	5	6	3	2	2	3	2	3	3	1
Easier credit	12	13	14	12	12	7	6	5	6	4	4	3	4
UNFAVORABLE REASONS:													
Government; elections	7	5	5	4	6	4	6	6	5	5	6	4	9
Unemployment	13	10	10	9	11	8	9	9	10	8	8	6	4
Lower consumer demand	4	2	4	2	2	4	3	1	3	2	2	2	1
Higher prices	3	2	2	3	2	3	4	2	3	3	2	3	1
Tighter credit	2	1	2	2	3	4	3	2	2	2	1	2	4
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

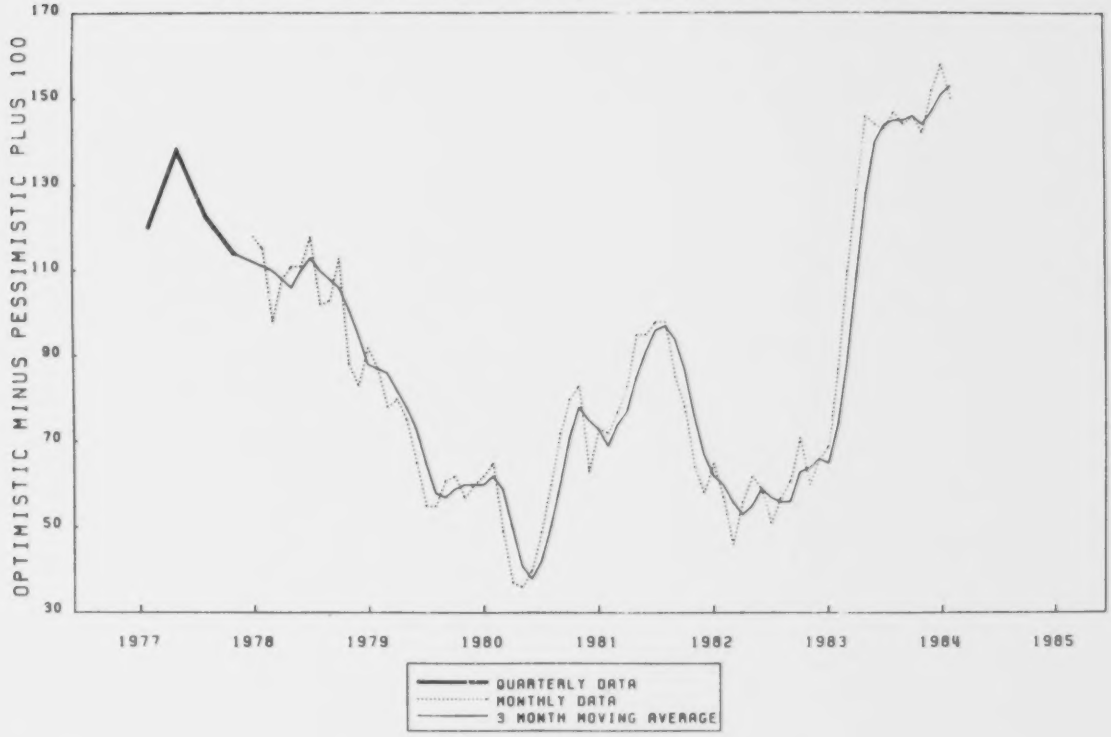


CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

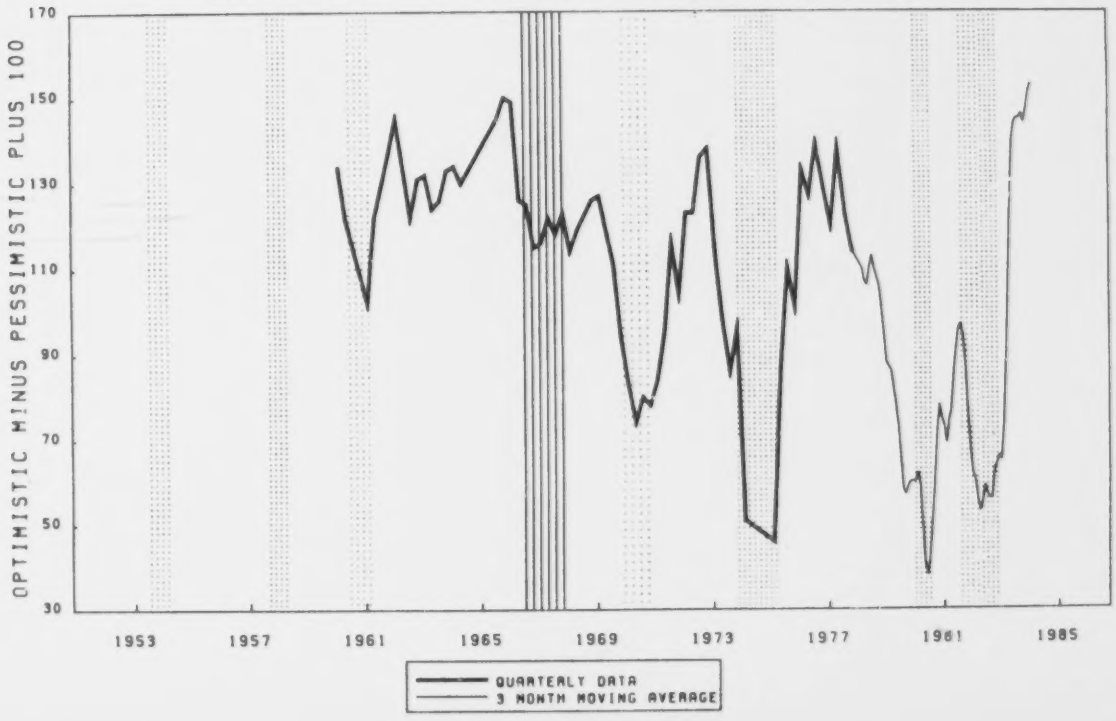


TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
TREND:													
Continuous increase (a)	18%	28%	36%	42%	39%	39%	38%	34%	39%	36%	38%	41%	32%
Intermittent increase (b)	11	15	18	23	26	24	27	28	26	27	30	31	34
Remain unchanged (c)	4	4	5	5	5	5	6	7	5	4	6	4	5
Intermittent decline (d)	29	25	19	14	16	15	12	12	13	17	12	10	12
Continuous decline (e)	13	8	6	5	5	5	6	6	6	4	4	4	4
Mixed change (f)	23	18	14	10	7	9	9	10	7	9	7	7	10
DK,NA	2	2	2	1	2	3	2	3	4	3	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

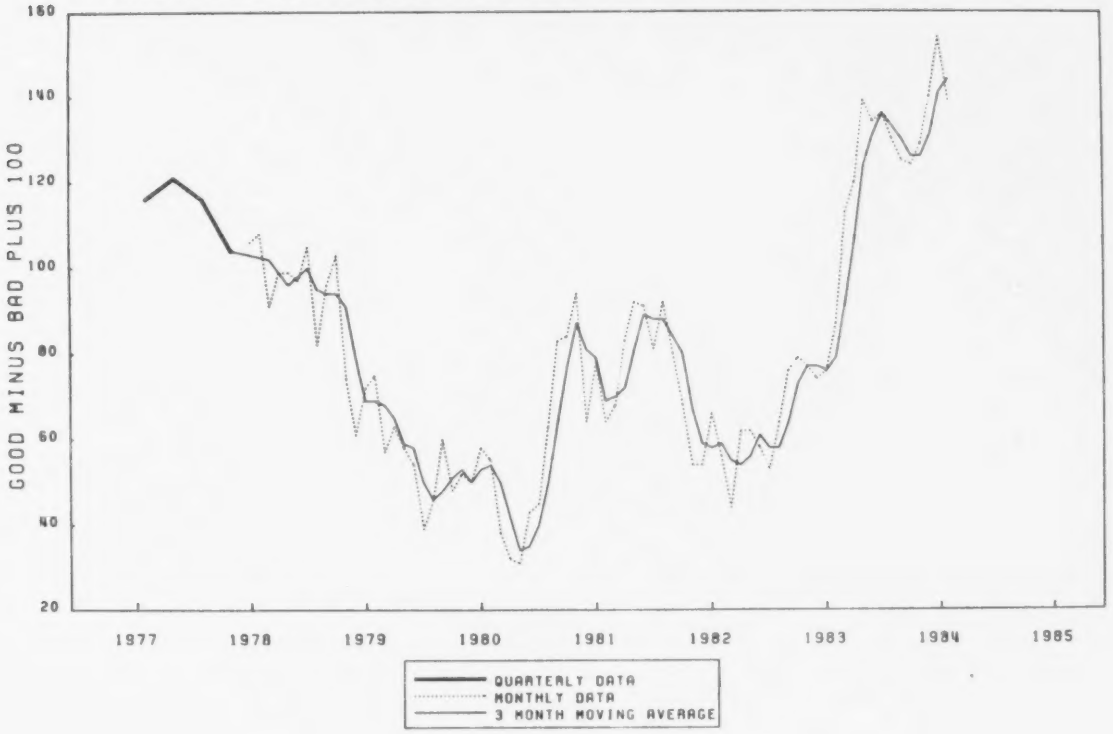


CHART 18 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

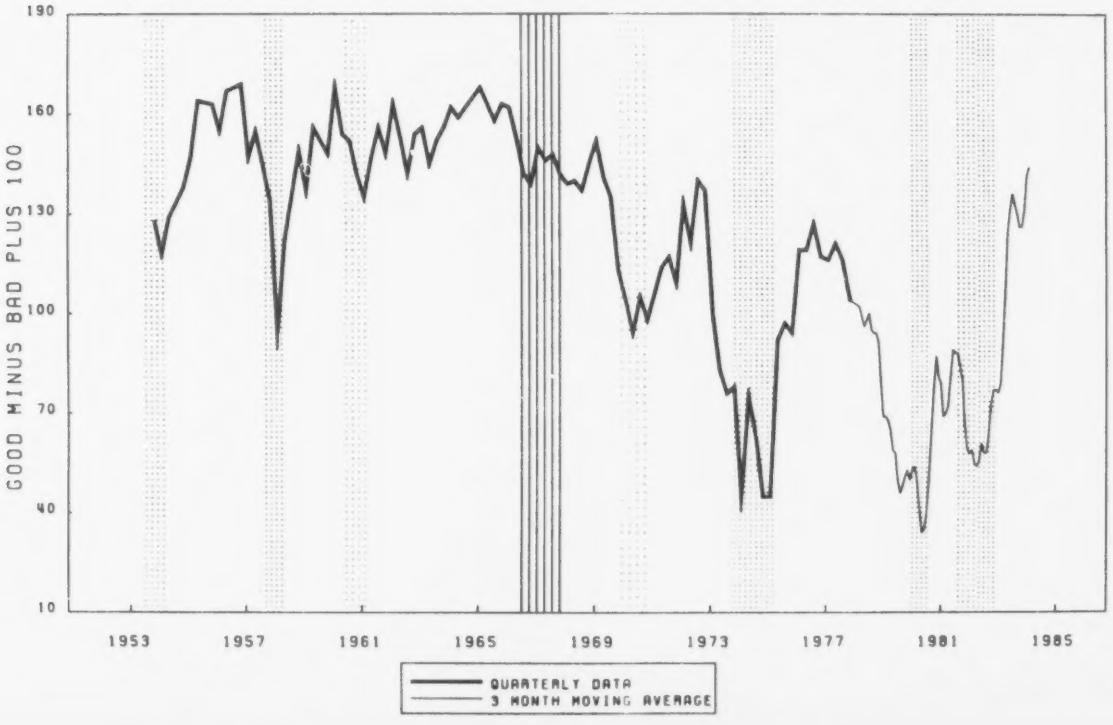


TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIMES	39%	52%	56%	65%	63%	63%	60%	58%	58%	59%	67%	73%	65%
UNCERTAIN; GOOD & BAD	1	2	1	2	3	3	3	2	3	3	2	2	2
BAD TIMES	52	39	36	26	29	27	30	33	34	30	27	19	26
DON'T KNOW	3	4	3	4	3	6	5	5	4	6	3	5	5
NOT ASCERTAINED	5	3	4	3	2	1	2	2	1	2	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was. "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

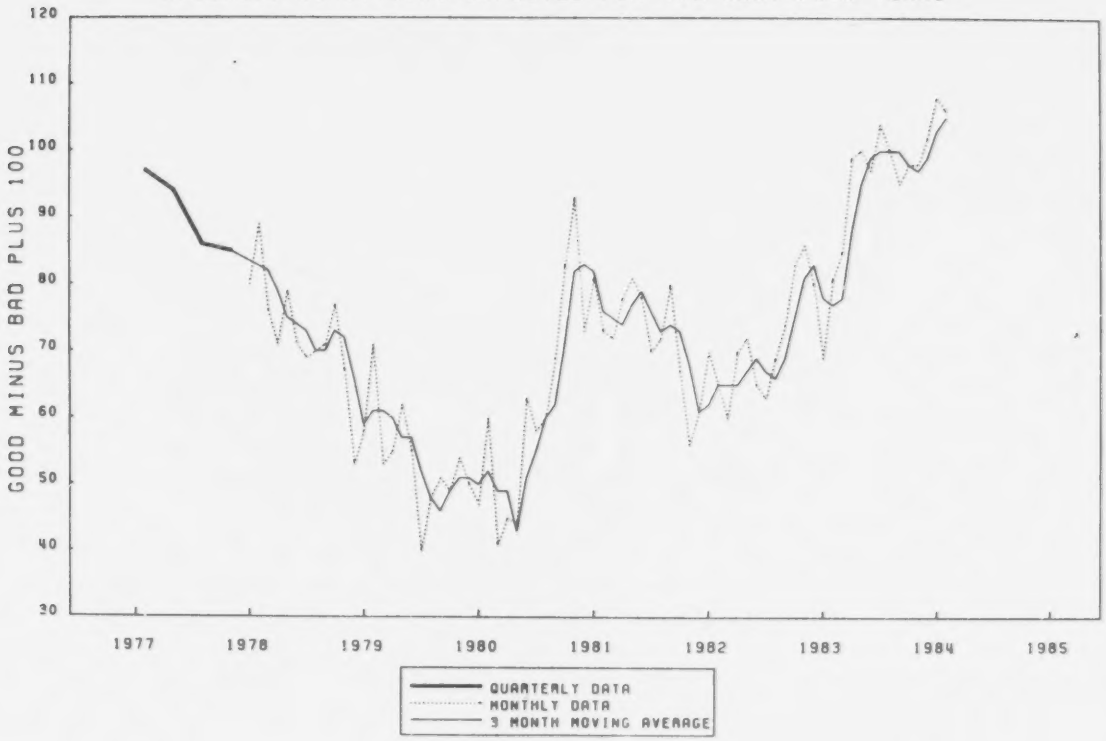


CHART 19 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

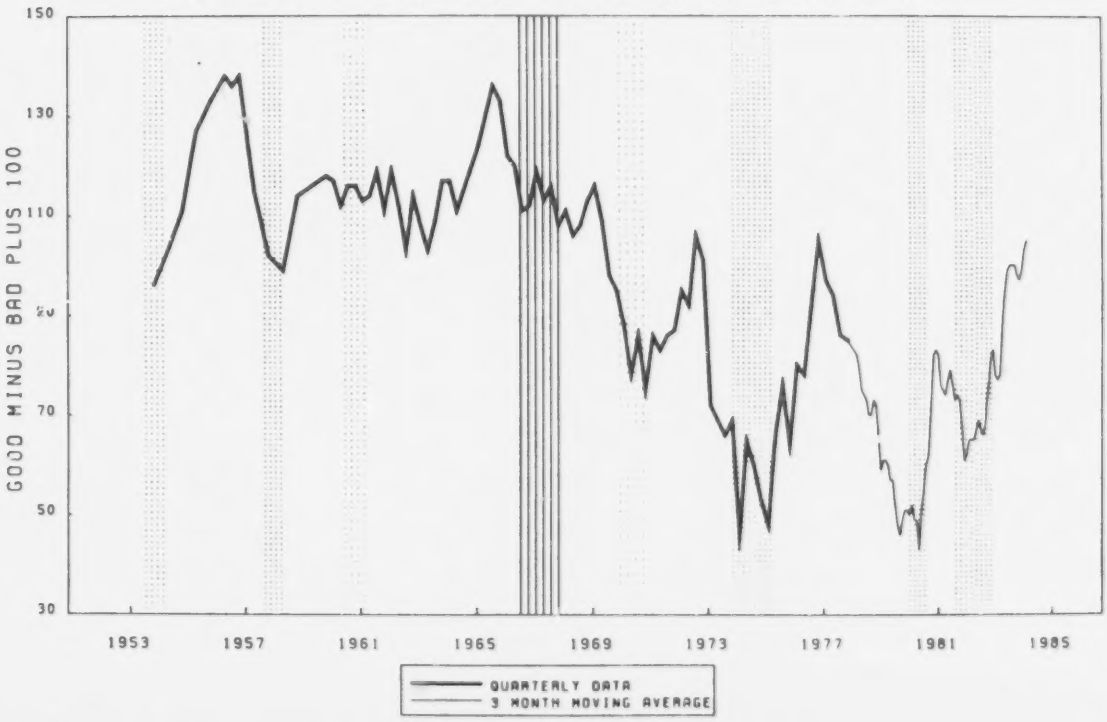


TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIMES	31%	33%	38%	39%	39%	39%	37%	37%	39%	39%	39%	44%	42%
UNCERTAIN; GOOD & BAD	13	15	18	18	15	20	22	19	17	15	21	17	16
BAD TIMES	50	48	39	39	42	35	37	42	41	41	37	36	36
NOT ASCERTAINED	6	4	5	4	4	6	4	2	3	5	3	3	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES

EXPECTED CHANGE IN UNEMPLOYMENT

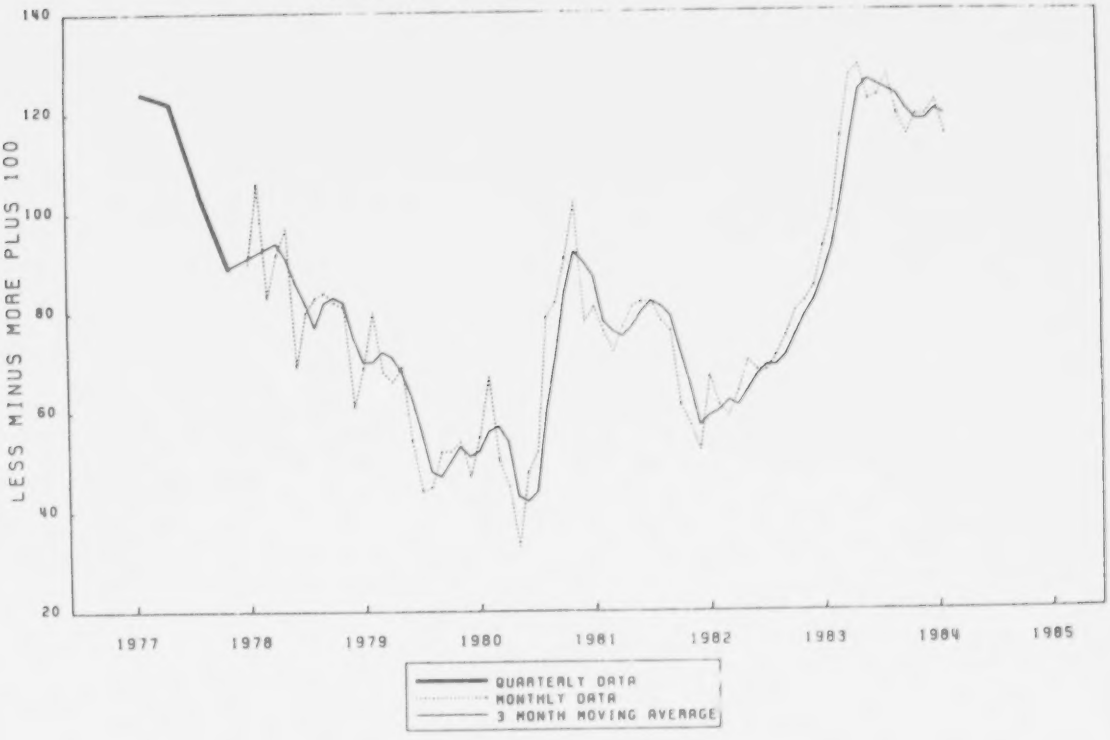


CHART 20 - HISTORICAL SERIES

EXPECTED CHANGE IN UNEMPLOYMENT

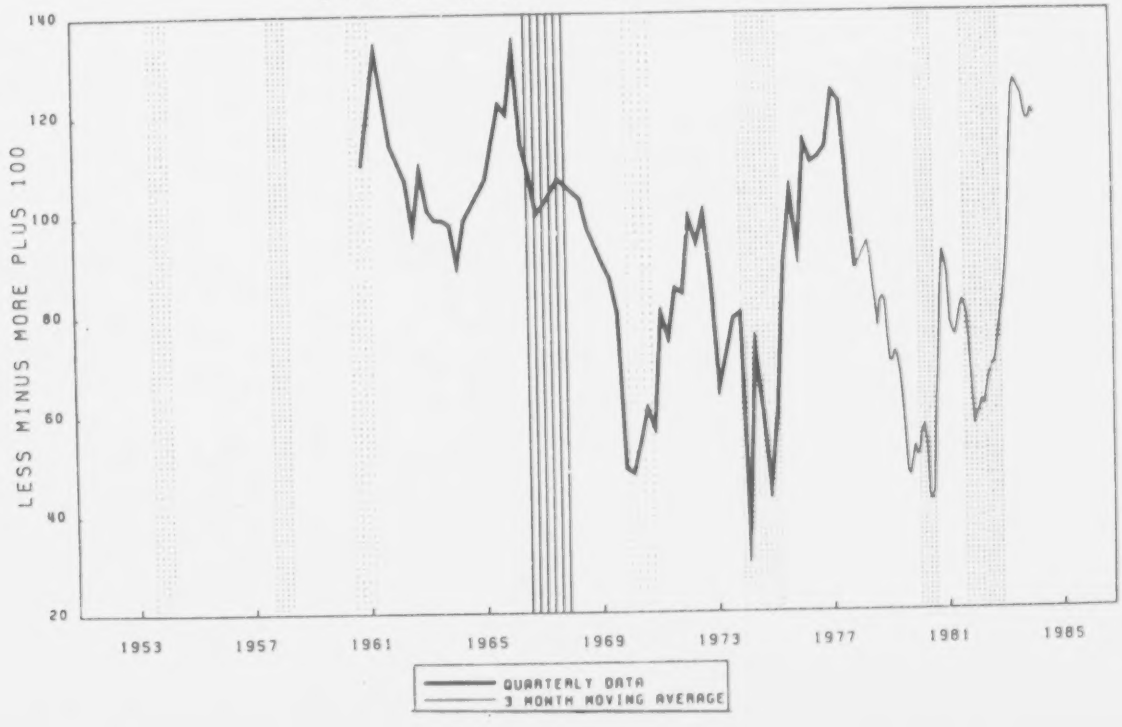


TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
LESS	29%	36%	42%	42%	37%	39%	42%	36%	35%	35%	36%	36%	31%
SAME	41	43	41	44	47	44	40	46	44	47	45	48	50
MORE	29	21	15	13	15	16	15	17	20	16	17	14	16
DK,NA	1	*	2	1	1	1	3	1	1	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES

EXPECTED CHANGE IN INTEREST RATES

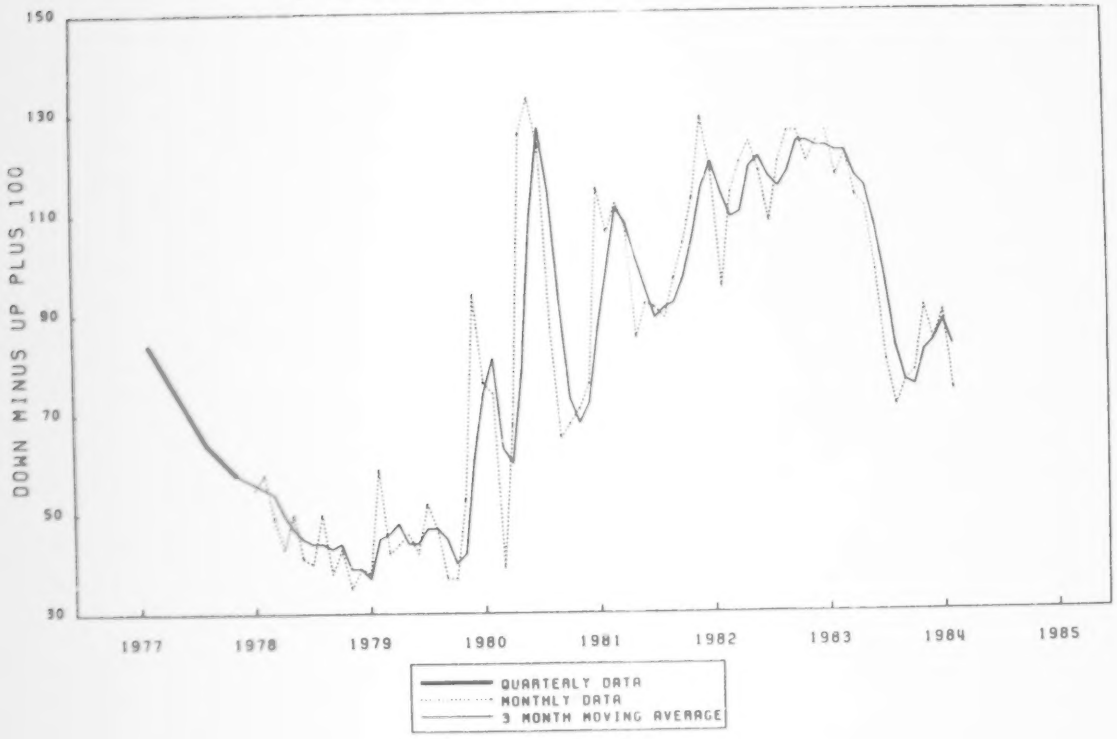


CHART 21 - HISTORICAL SERIES

EXPECTED CHANGE IN INTEREST RATES

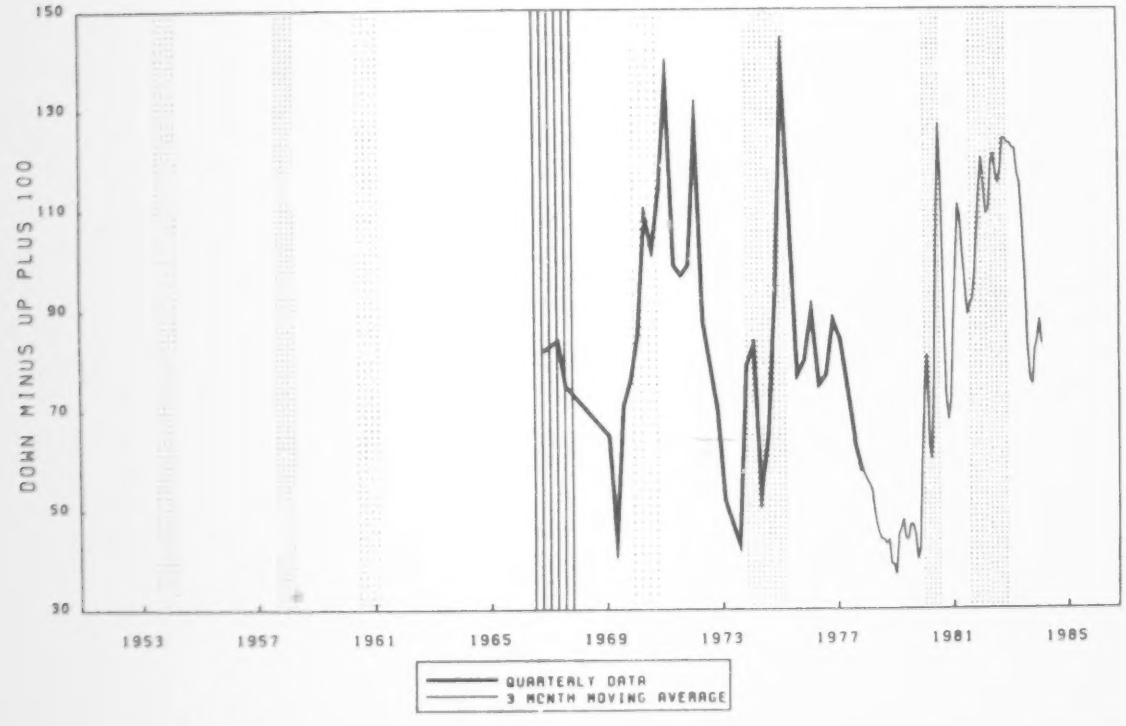


TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GO UP	24%	19%	21%	20%	29%	40%	47%	44%	43%	33%	37%	32%	42%
STAY THE SAME	32	38	42	47	42	37	32	33	33	40	37	43	38
GO DOWN	41	41	34	31	27	20	18	20	21	24	21	22	16
DK,NA	3	2	3	2	2	3	3	3	3	3	5	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 22 - RECENT CHANGES

CHANGE IN PRICES DURING THE LAST 12 MONTHS

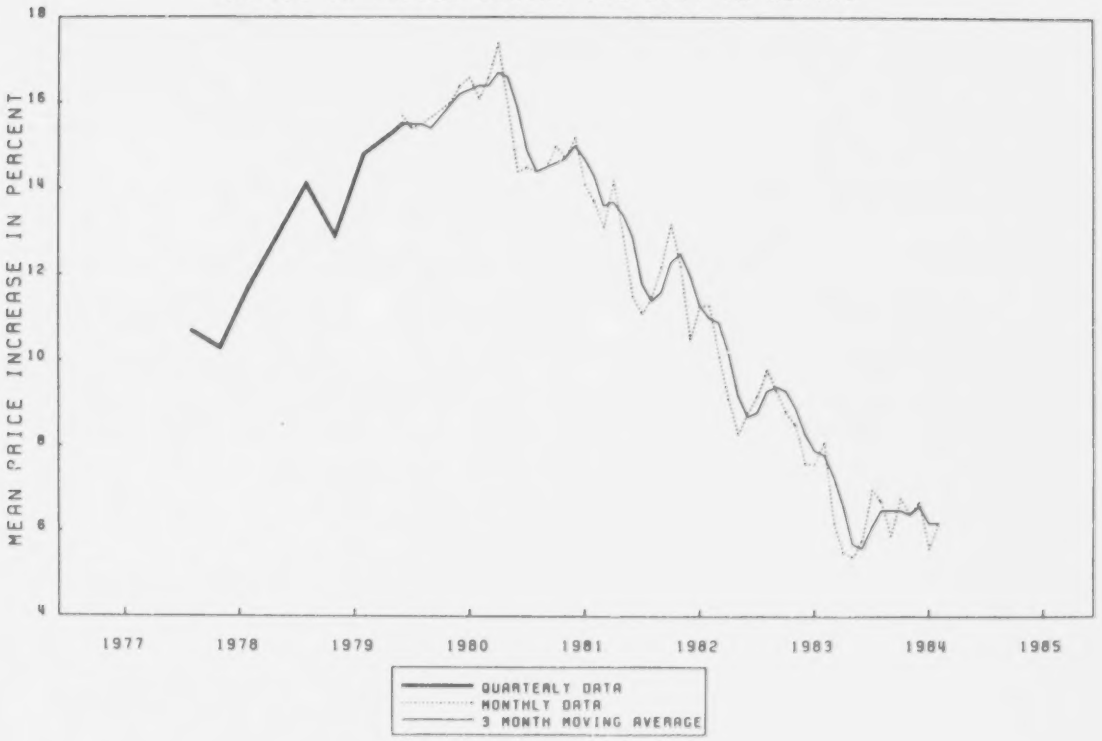


TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
SAME OR DOWN	24%	31%	30%	31%	29%	23%	25%	25%	21%	24%	24%	23%	23%
GONE UP BY:													
1-2%	5	6	8	9	8	8	8	11	8	9	8	12	9
3-4%	10	10	10	13	13	14	14	13	14	13	15	16	14
5%	15	12	17	13	14	13	16	15	16	15	15	17	17
6-9%	10	9	9	8	11	11	8	7	11	8	8	8	9
10-14%	14	15	11	14	11	13	13	12	14	14	11	9	14
15% or more	16	11	9	8	10	11	11	9	11	9	10	7	9
DK how much up	5	5	5	4	3	6	5	7	4	7	8	7	5
DK,NA	1	1	1	*	1	1	*	1	1	1	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	8.1	6.2	5.5	5.4	5.8	7.0	6.7	5.9	6.8	6.4	6.7	5.6	6.2
VARIANCE	113	71	64	61	65	88	93	71	81	76	90	69	68
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

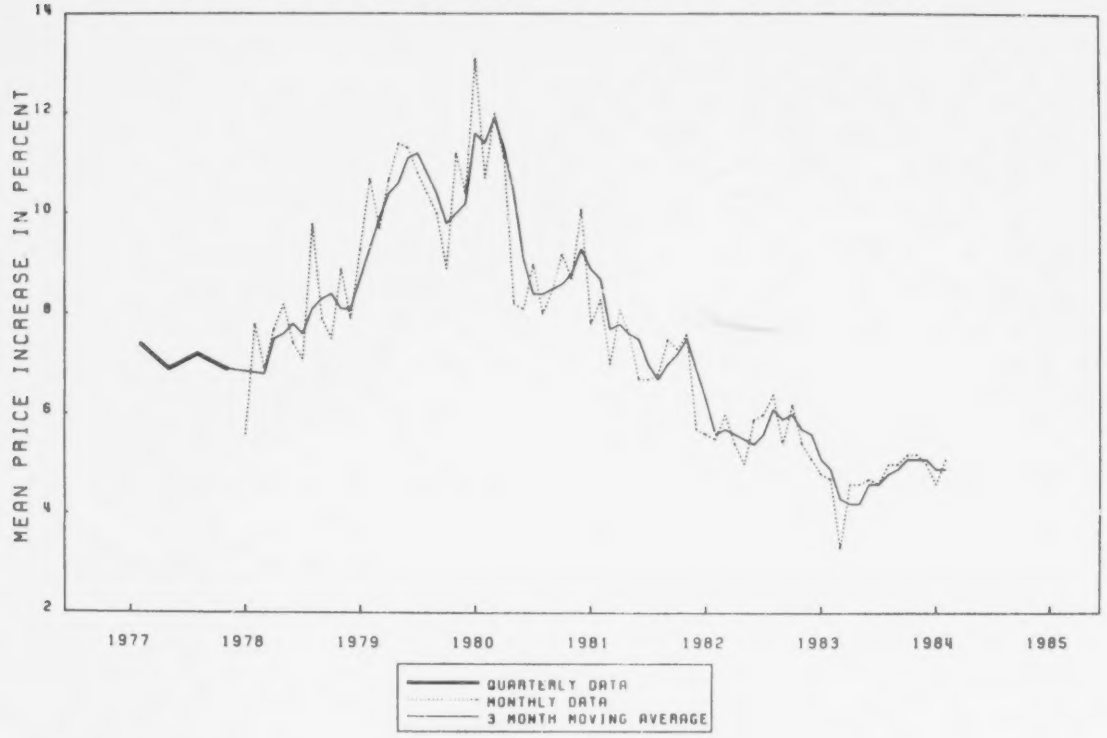


CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

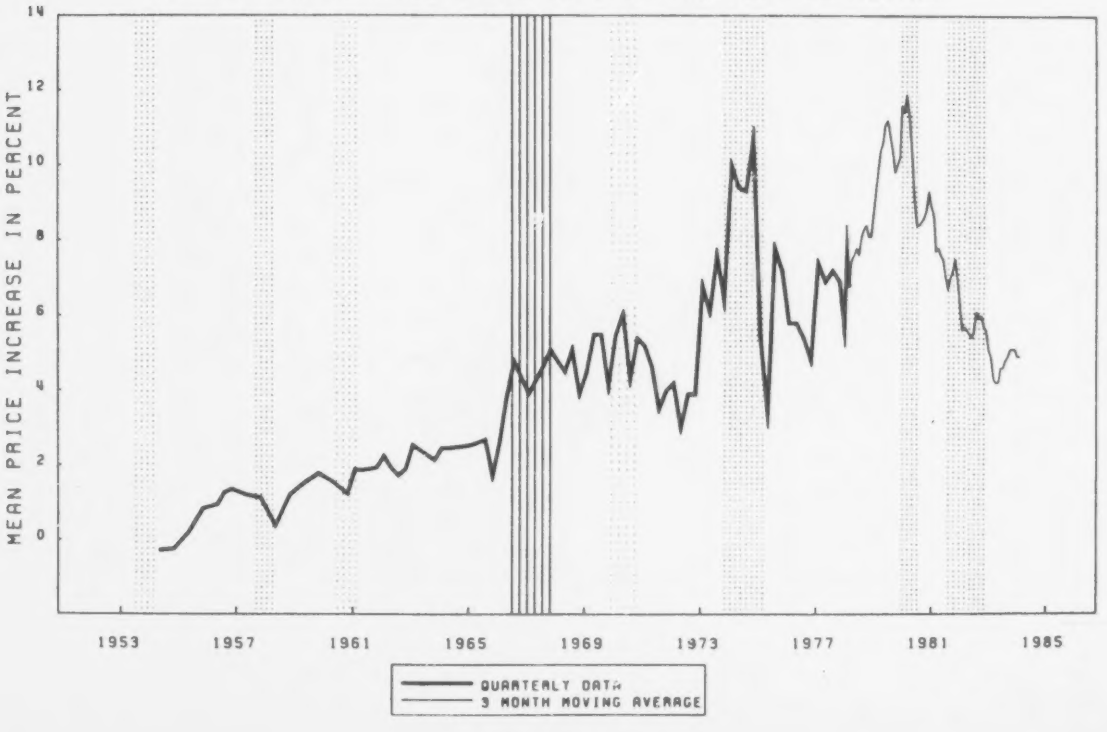


TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
SAME OR DOWN	36%	44%	30%	32%	33%	29%	23%	28%	24%	25%	23%	25%	23%
WILL GO UP BY:													
1-2%	8	9	10	9	8	12	14	13	12	12	12	13	14
3-4%	12	12	13	13	15	15	16	14	15	14	15	20	19
5%	15	14	17	17	16	15	16	16	15	16	17	13	19
6-9%	9	5	10	10	9	9	9	7	10	9	8	9	6
10-14%	8	8	9	10	9	9	9	10	11	11	11	10	8
15% or more	7	4	5	5	6	6	6	7	8	6	5	4	6
DK how much up	3	3	4	3	3	3	5	4	4	5	7	4	4
DK,NA	2	1	2	1	1	2	2	1	1	2	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.7	3.3	4.6	4.6	4.7	4.6	5.0	5.0	5.2	5.2	5.0	4.6	5.1
VARIANCE	60	33	45	49	54	44	47	51	36	54	44	40	51
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

CHART 24 - RECENT CHANGES

UNEMPLOYMENT OR INFLATION MORE SERIOUS

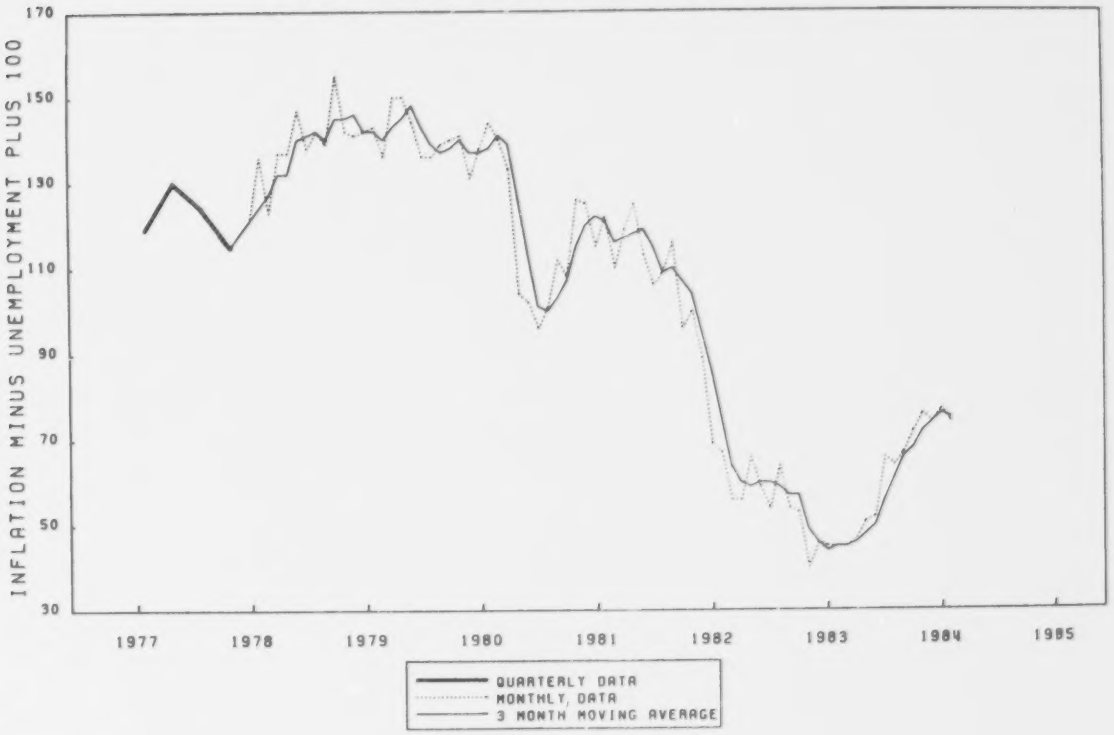


CHART 24 - HISTORICAL SERIES

UNEMPLOYMENT OR INFLATION MORE SERIOUS

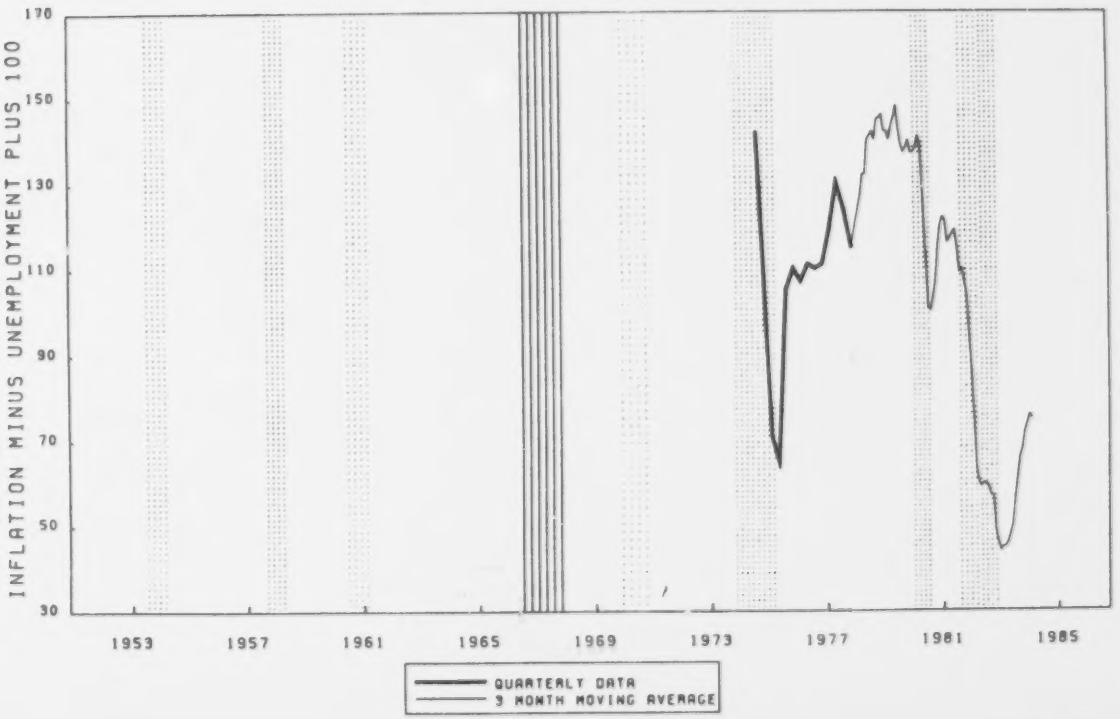


TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
UNEMPLOYMENT	73%	73%	73%	71%	70%	63%	65%	62%	61%	57%	59%	58%	59%
BOTH EQUALLY SERIOUS	8	8	6	6	7	6	5	8	5	7	6	4	5
INFLATION	18	18	20	22	22	29	29	29	33	33	33	35	33
DK,NA	1	1	1	1	1	2	1	1	1	3	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

CHART 25 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

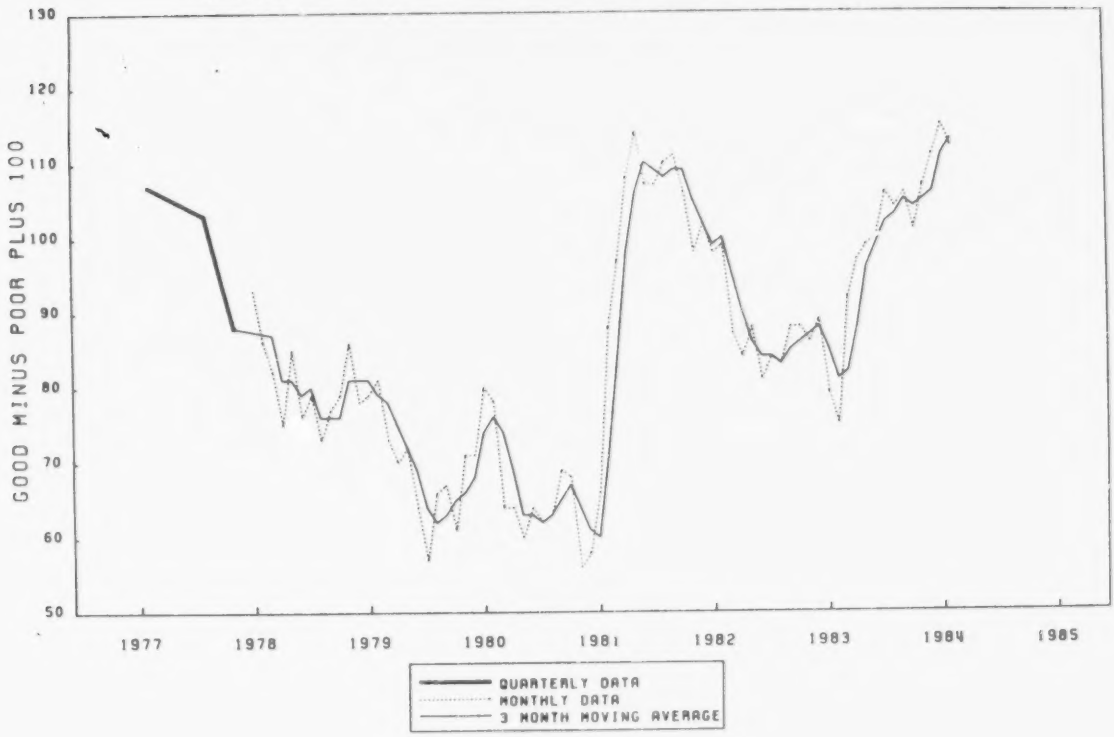


CHART 25 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

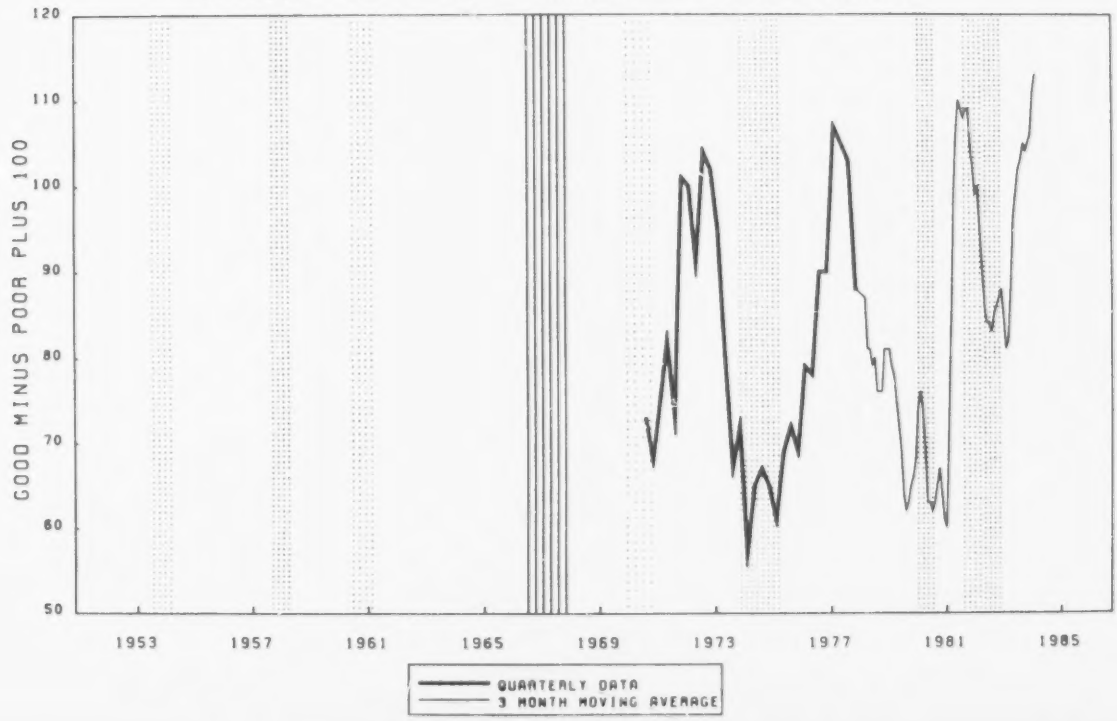


TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
A GOOD JOB	16%	21%	21%	20%	23%	27%	27%	27%	25%	27%	29%	31%	32%
ONLY FAIR	40	48	53	57	52	51	43	50	50	49	51	52	45
A POOR JOB	41	29	24	21	23	21	23	21	24	20	18	16	20
DK,NA	3	2	2	2	2	1	2	2	1	4	2	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 26 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

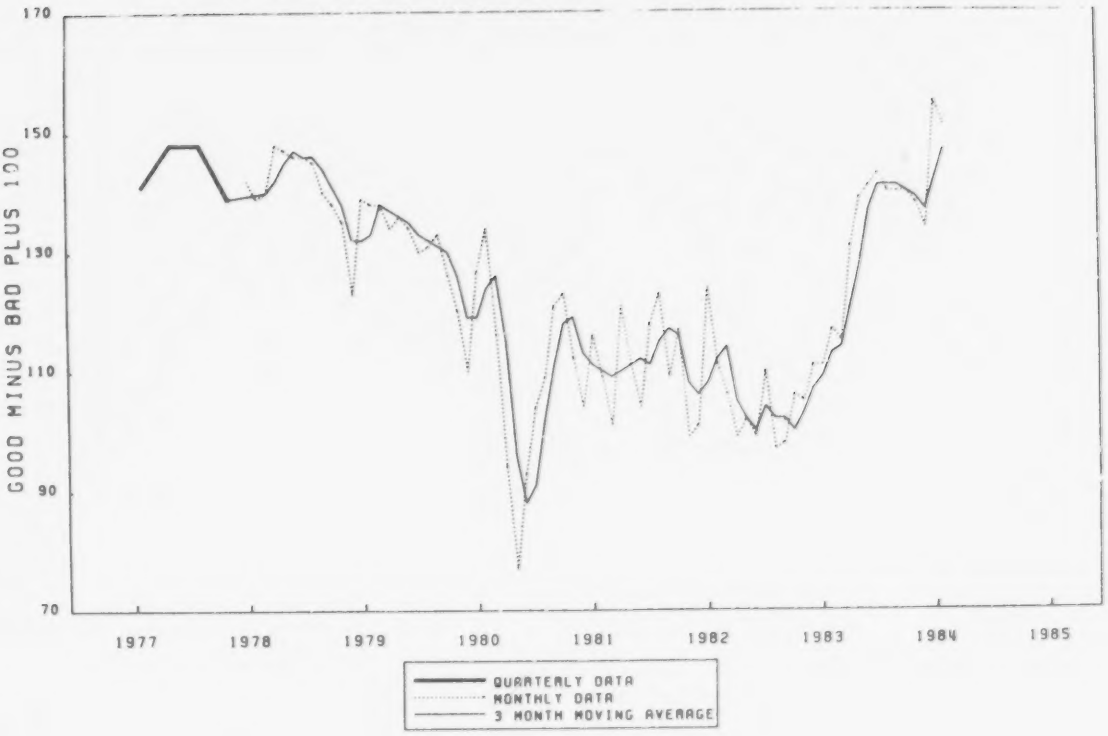


CHART 26 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

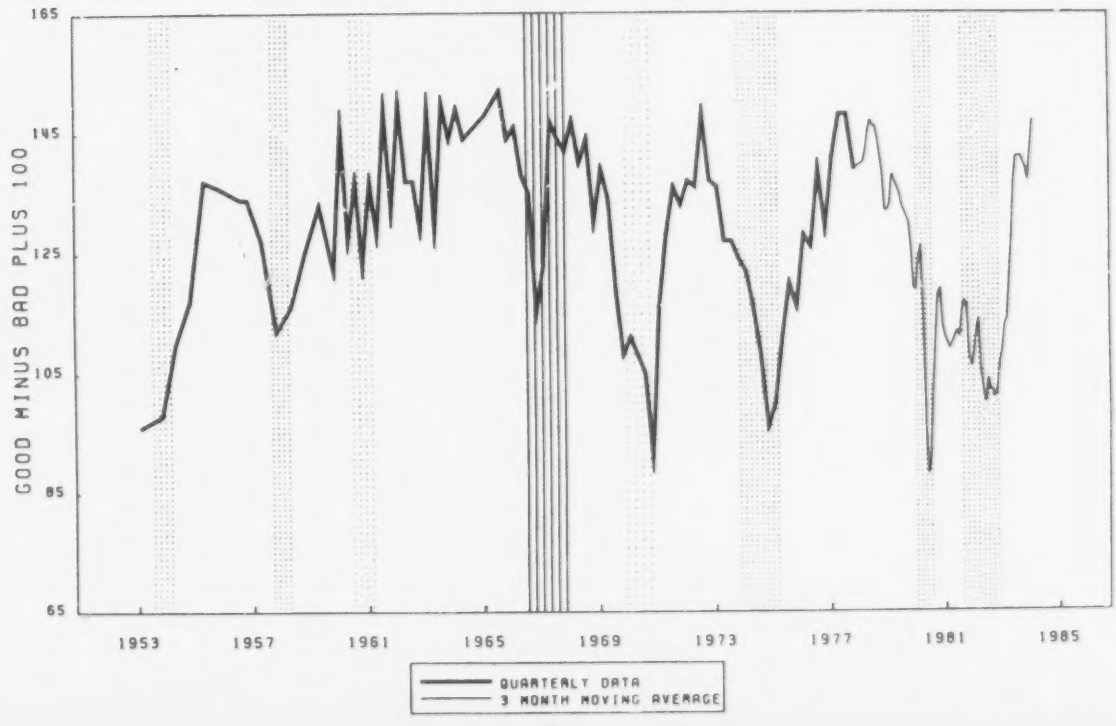


TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIME TO BUY	54%	53%	61%	67%	66%	67%	64%	66%	65%	64%	61%	73%	70%
UNCERTAIN, DEPENDS	9	9	9	5	9	9	12	8	10	10	12	9	11
BAD TIME TO BUY	37	38	30	28	25	24	24	26	25	26	27	18	19
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

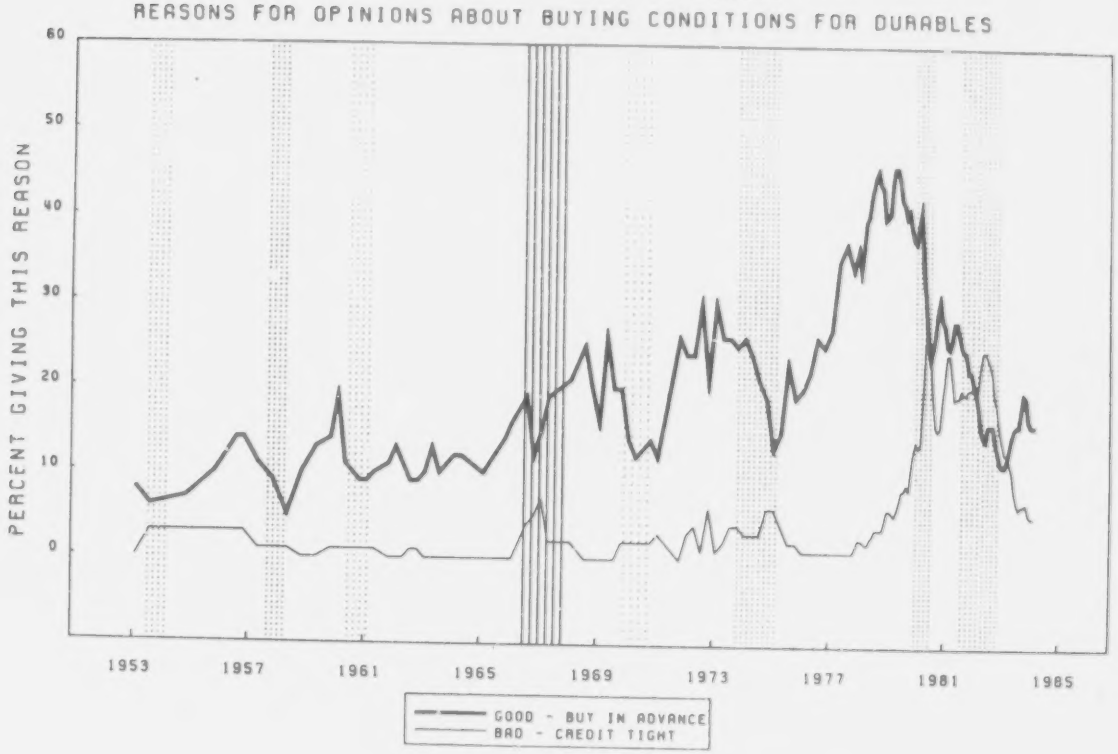


CHART 27B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

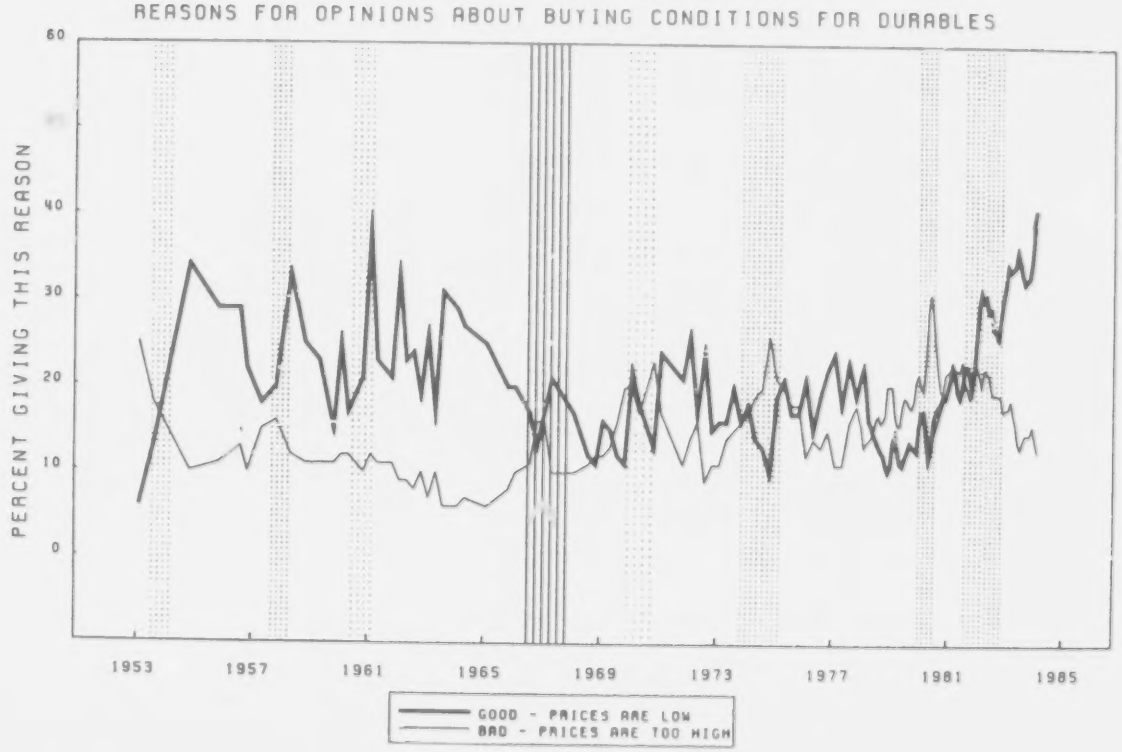


TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIME TO BUY:													
Prices are low; good buys available	38%	30%	36%	37%	35%	32%	33%	32%	33%	34%	38%	45%	39%
Prices won't come down; are going higher	11	12	15	17	15	16	17	21	21	16	13	19	16
Interest rates low; credit is easy	8	12	14	13	16	13	12	12	7	8	7	9	11
BAD TIME TO BUY:													
Prices are high	18	19	16	12	13	14	15	15	14	15	18	10	10
Interest rates are high; credit is tight	13	13	11	8	6	7	6	7	7	7	3	6	7
Lack of purchasing power	16	18	15	16	12	9	11	11	12	8	10	7	7

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

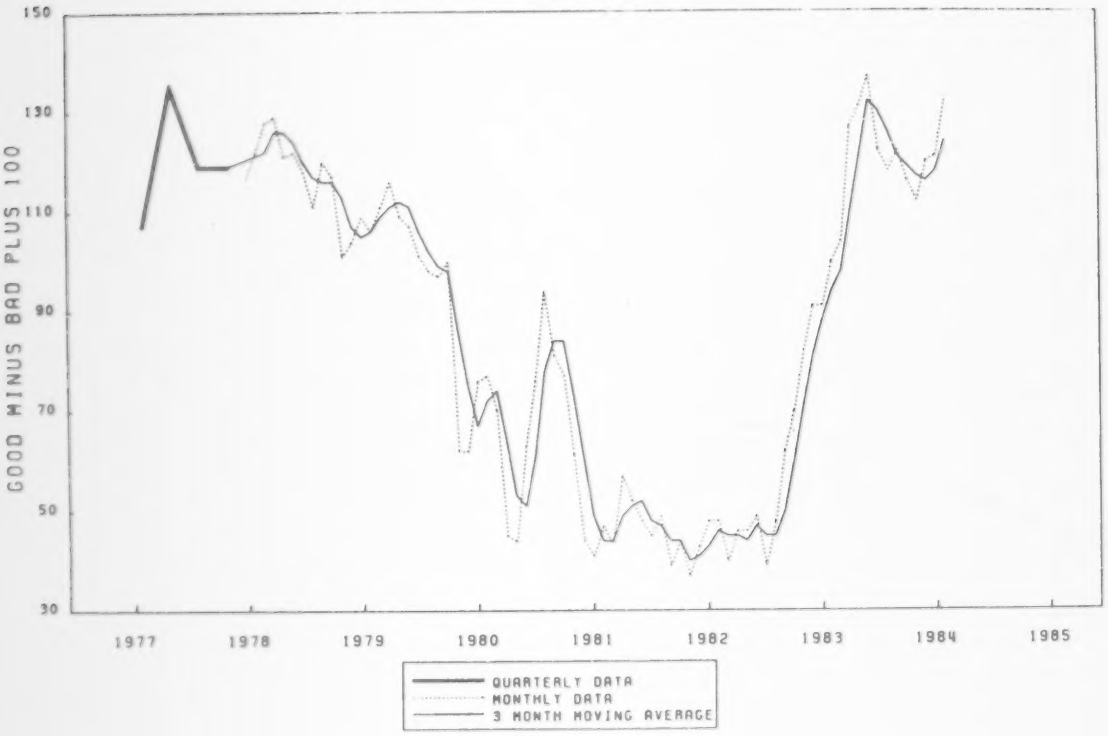


CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

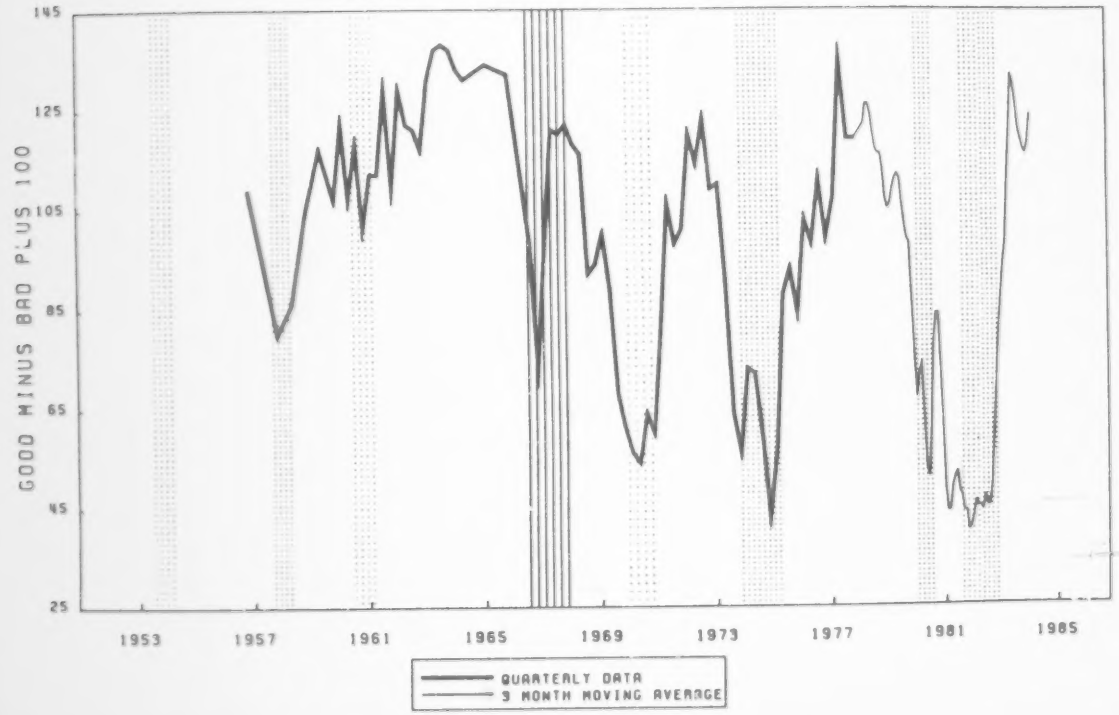


TABLE 28

BUYING CONDITIONS FOR HOUSES

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIME TO BUY	49%	51%	61%	64%	66%	59%	57%	59%	55%	53%	57%	59%	63%
UNCERTAIN, DEPENDS	2	2	5	3	5	4	4	4	6	6	6	3	6
BAD TIME TO BUY	49	47	34	33	29	37	39	37	39	41	37	38	31
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

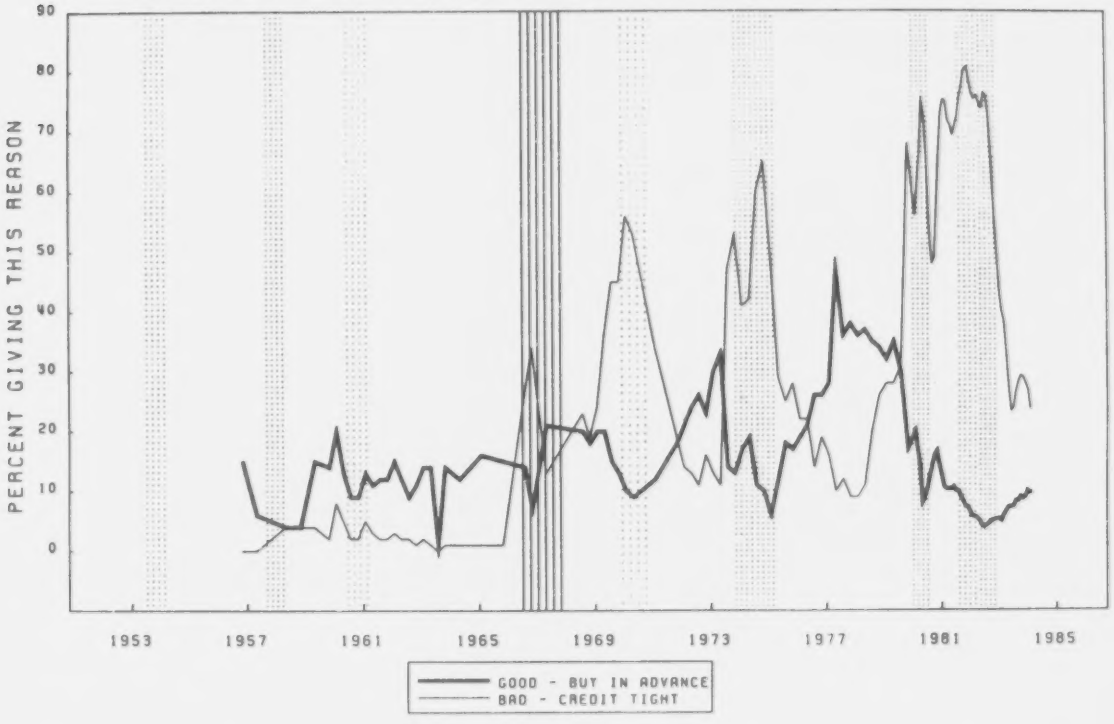


CHART 29B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

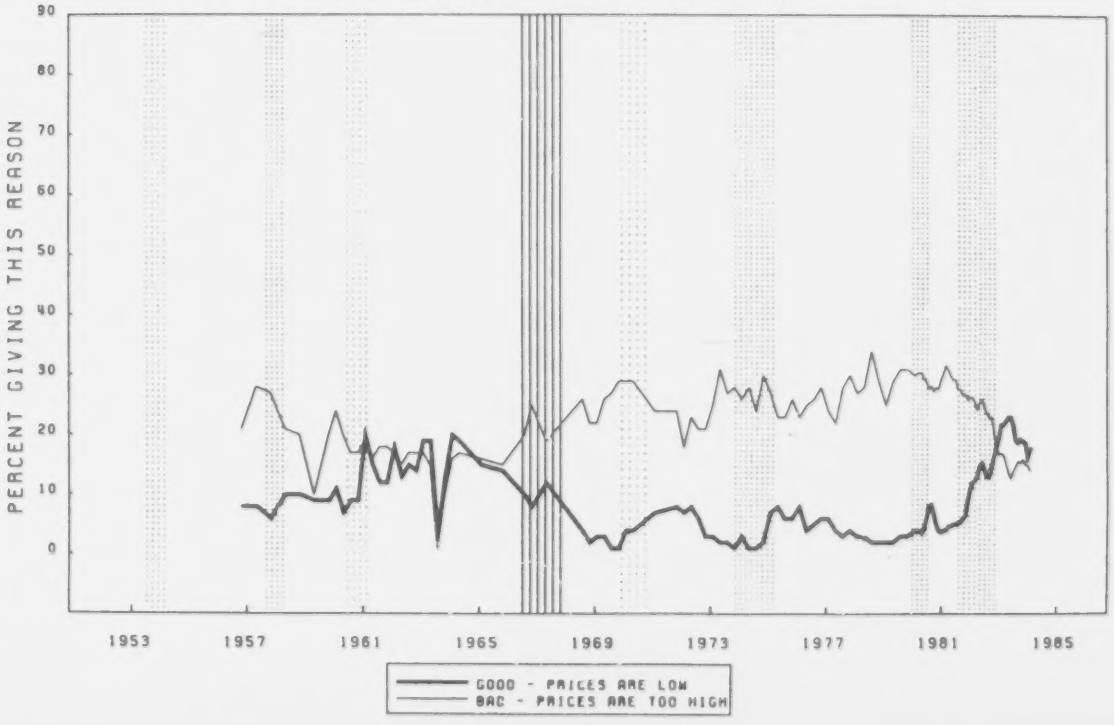


TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIME TO BUY:													
Prices are low; good buys available	24%	20%	24%	25%	20%	20%	17%	19%	22%	16%	18%	15%	20%
Prices won't come down; are going higher	5	8	7	7	8	7	10	8	9	9	9	12	8
Interest rates low; credit is easy	40	44	54	57	61	49	44	47	38	40	41	41	50
Good investment	4	3	5	4	7	5	8	6	8	5	6	8	6
BAD TIME TO BUY:													
Prices are high	17	16	13	12	13	17	14	16	16	16	13	16	13
Interest rates are high; credit is tight	39	35	24	23	23	26	31	28	29	30	25	26	20
Lack of purchasing power	20	21	14	16	11	12	14	14	15	16	13	12	10

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

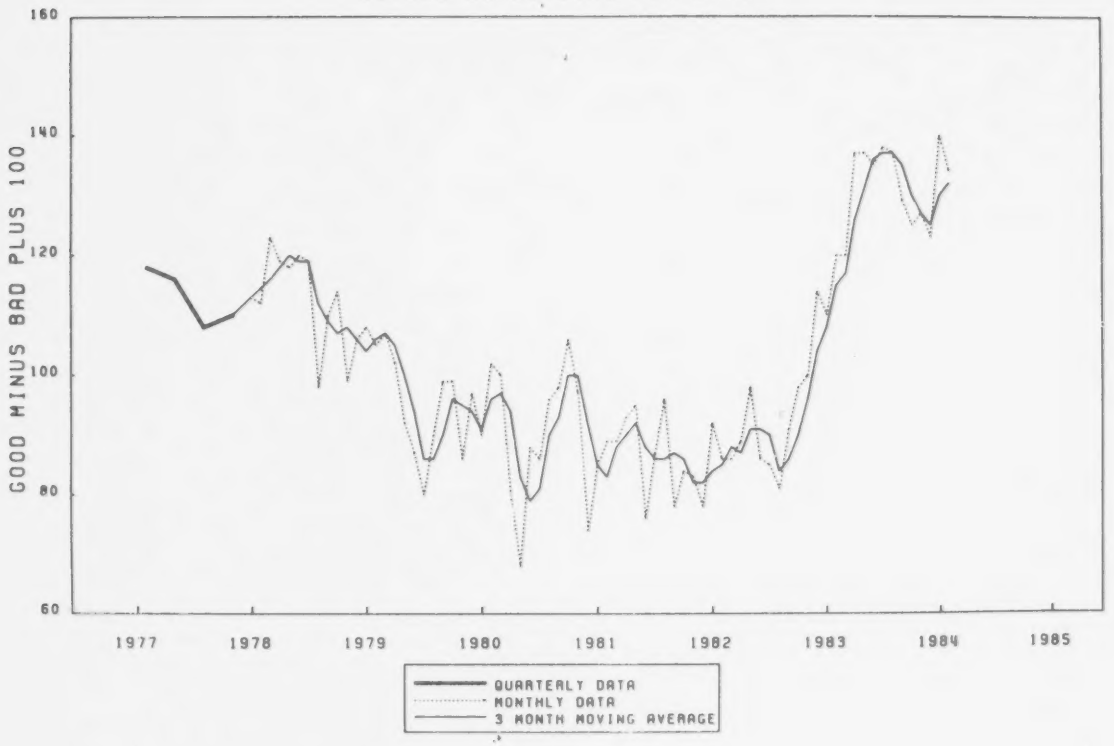


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

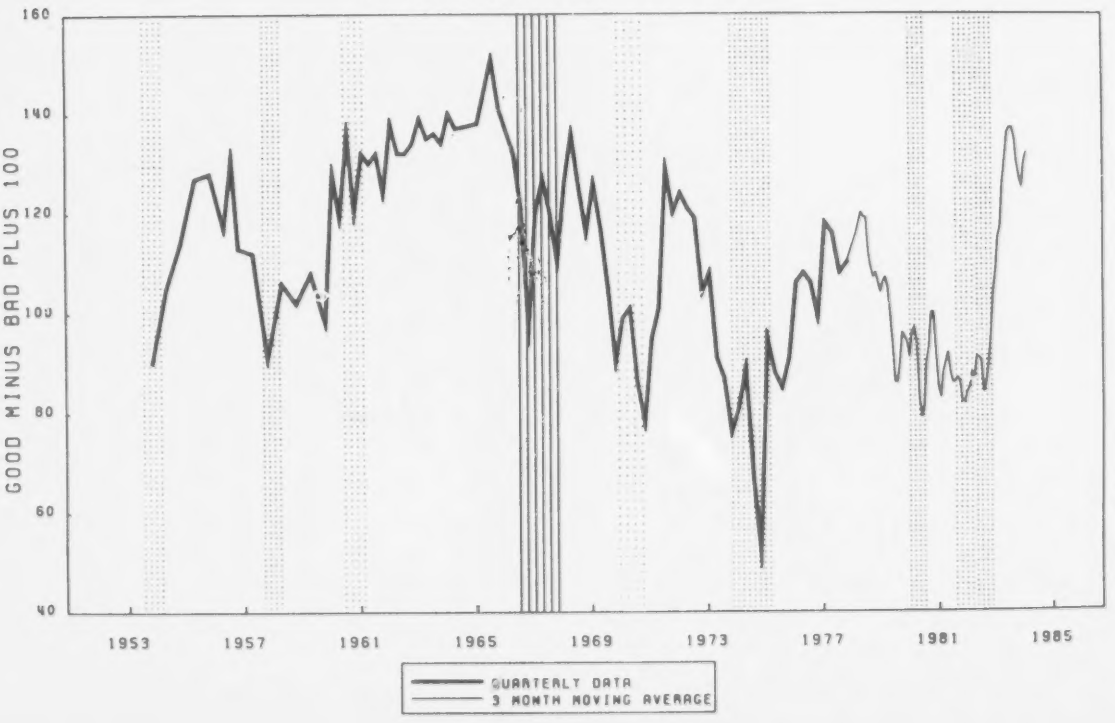


TABLE 30

BUYING CONDITIONS FOR CARS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIME TO BUY	57%	56%	66%	66%	63%	65%	65%	61%	59%	59%	56%	64%	62%
UNCERTAIN; DEPENDS	6	8	5	5	9	8	7	7	7	9	11	12	10
BAD TIME TO BUY	37	36	29	29	28	27	28	32	34	32	33	24	28
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

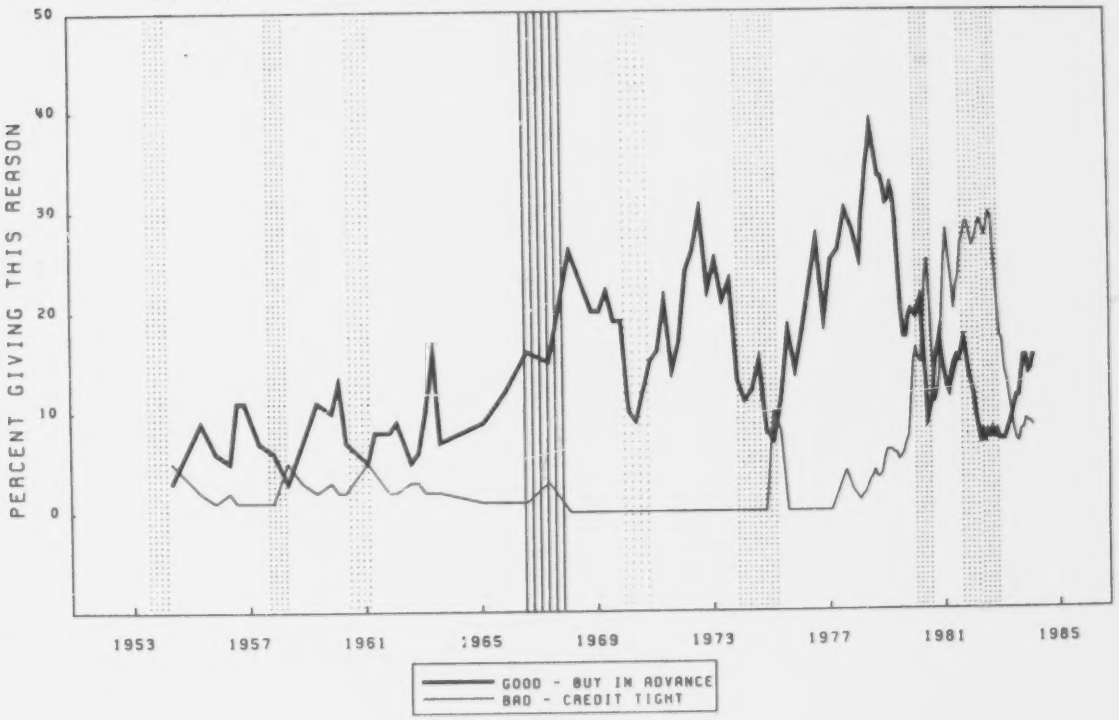


CHART 31B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

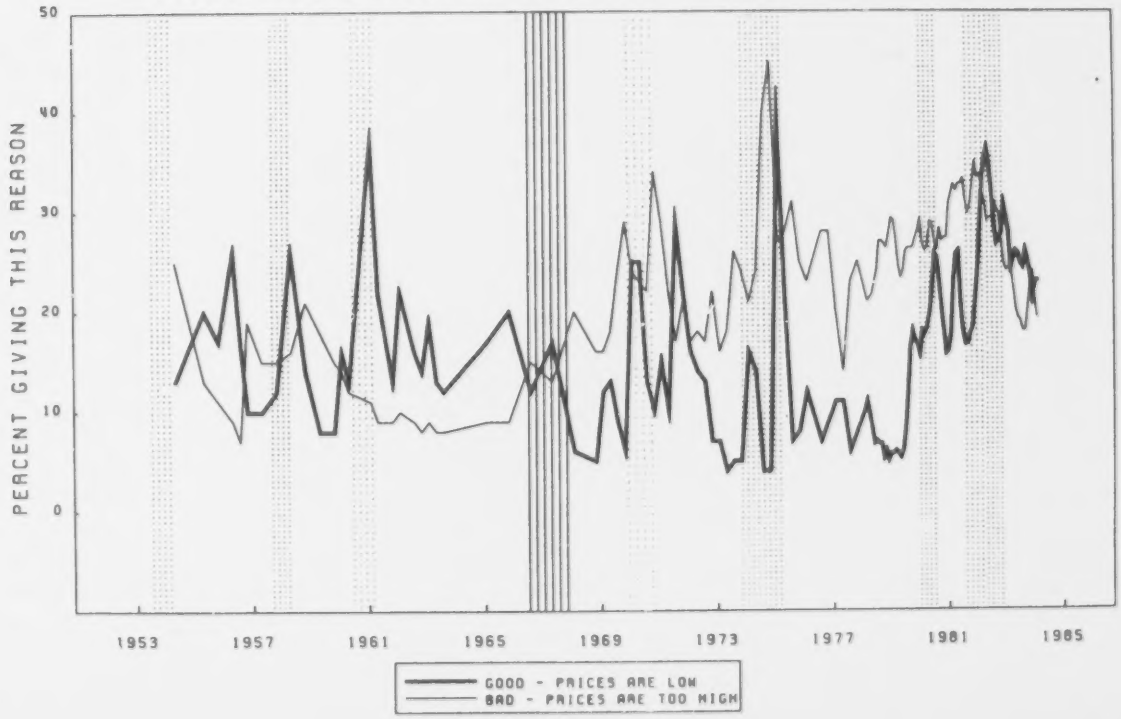


TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
GOOD TIME TO BUY:													
Prices are low; good buys available	24%	24%	28%	26%	23%	25%	25%	28%	22%	21%	21%	26%	22%
Prices won't come down; are going higher	8	8	8	12	11	11	12	17	17	12	12	18	16
Interest rates low; credit is easy	35	34	40	40	40	37	33	28	19	22	19	23	22
New fuel efficient models	1	2	2	*	1	2	1	2	2	2	2	1	2
BAD TIME TO BUY:													
Prices are high	26	23	19	19	20	18	16	20	25	23	24	16	18
Interest rates are high; credit is tight	10	11	11	7	6	8	6	10	8	9	9	8	8
Lack of purchasing power	12	10	7	7	7	7	9	6	8	6	5	3	5
Price of gas; shortages	*	*	*	1	1	*	1	*	*	*	*	*	*
Poor selection; quality	5	5	5	5	6	5	4	4	6	6	5	5	4

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 32 - RECENT CHANGES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

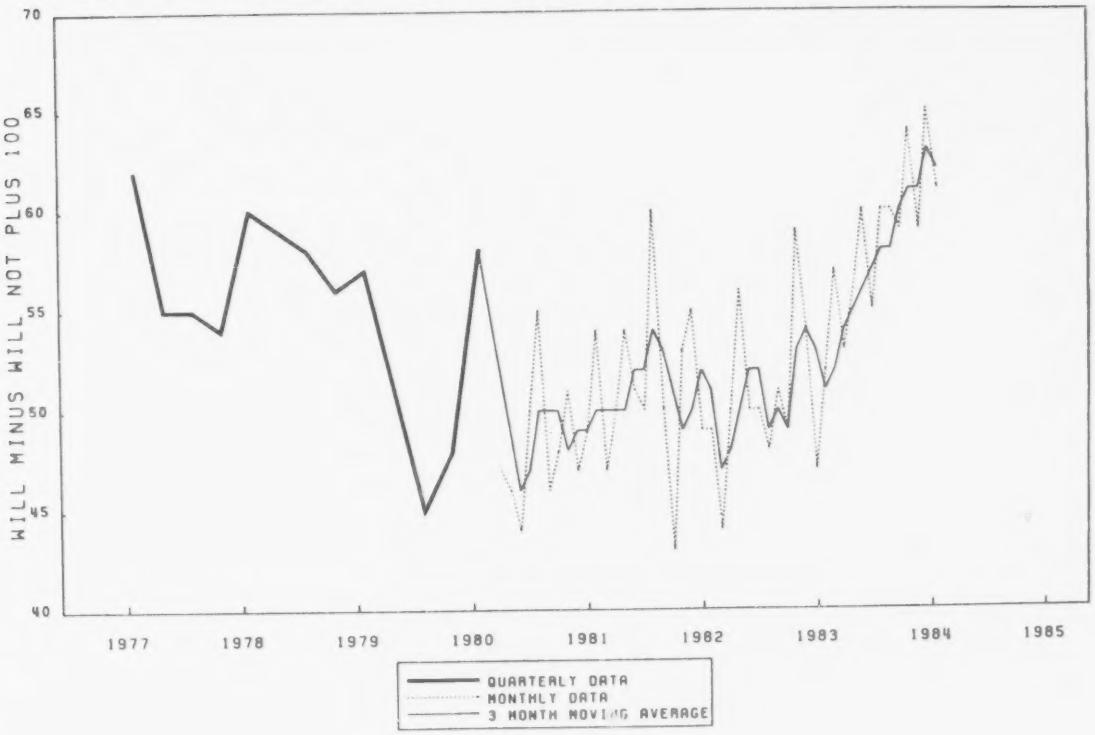


CHART 32 - HISTORICAL SERIES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

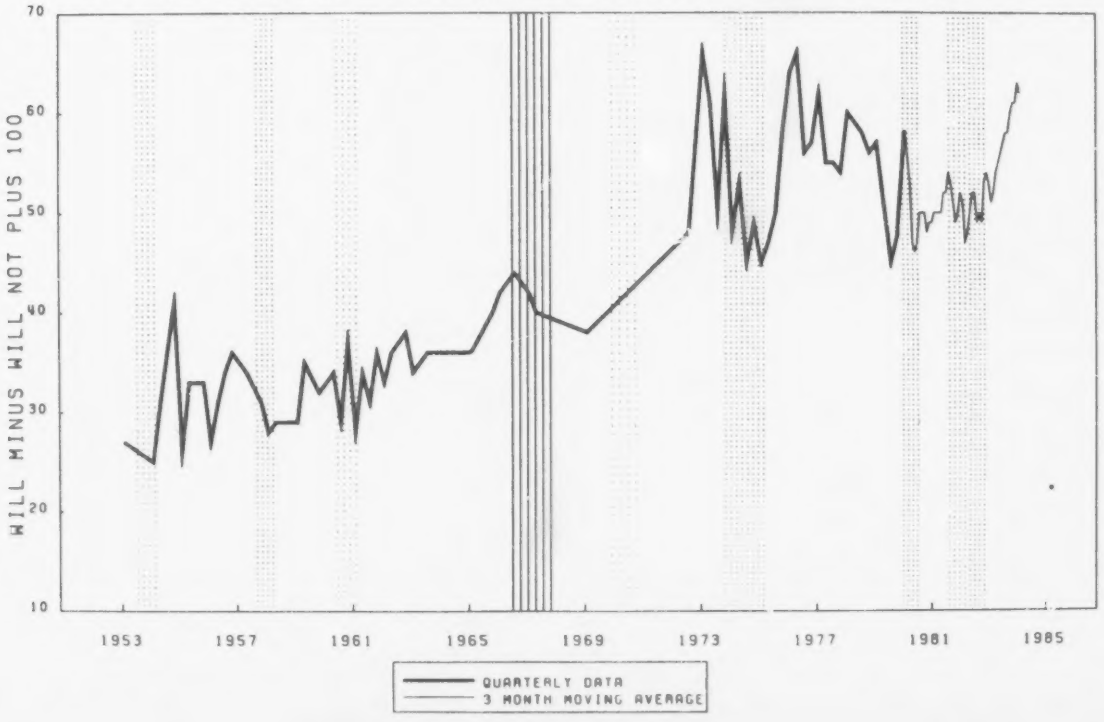


TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
PROBABLY WILL BUY	17%	20%	17%	17%	22%	18%	21%	21%	21%	22%	20%	23%	21%
CHANCES ARE EVEN	8	7	9	9	7	6	7	9	8	9	8	7	9
PROBABLY WILL NOT BUY	65	63	64	61	62	63	61	61	62	58	61	58	60
DK,NA	10	10	10	13	9	13	11	9	9	11	11	12	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	709	696	707	700	714	680	673	704	689	701	701	681	687

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	25%	27%	26%	26%	29%	24%	28%	30%	29%	31%	28%	30%	30%
PURCHASE TYPE:													
Buy new	12	13	14	12	13	11	15	13	17	17	16	15	14
Buy used	11	12	11	11	13	11	11	14	9	12	9	13	13
Lease	1	1	*	2	2	1	1	1	2	1	2	1	2
DK,NA	1	1	1	1	1	1	1	2	1	1	1	1	1
PURCHASE TIMING:													
Next 3 months	3	1	6	2	1	4	5	2	6	4	2	5	3
Next 4-6 months	6	7	6	7	10	6	4	7	8	5	4	10	7
Next 7-9 months	7	9	7	8	8	3	5	5	8	9	10	7	8
10 months or more	5	6	2	4	4	6	7	9	4	8	8	4	5
DK,NA	4	4	5	5	6	5	7	7	3	5	4	4	7

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Feb. 1983	Mar. 1983	Apr. 1983	May 1983	June 1983	July 1983	Aug. 1983	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	65%	63%	64%	61%	62%	63%	61%	61%	62%	58%	61%	58%	60%
PURCHASE TYPE:													
Would buy new	34	31	38	36	37	37	33	33	33	36	36	36	32
Would buy used	29	31	25	24	24	24	27	27	29	21	24	21	26
DK,NA	2	1	1	1	1	2	1	1	*	1	1	1	2
PURCHASE TIMING:													
Less than 2 years	8	6	8	7	6	8	6	8	6	5	7	5	8
2 years	19	20	22	24	20	23	21	22	20	19	23	19	20
3 years	10	11	12	10	10	9	9	10	11	10	9	10	9
4 years or more	20	21	16	18	21	18	18	15	19	18	17	17	17
Indefinite	2	1	2	1	1	2	2	2	*	1	1	2	3
DK,NA	6	4	4	1	4	3	5	4	6	5	4	5	3

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

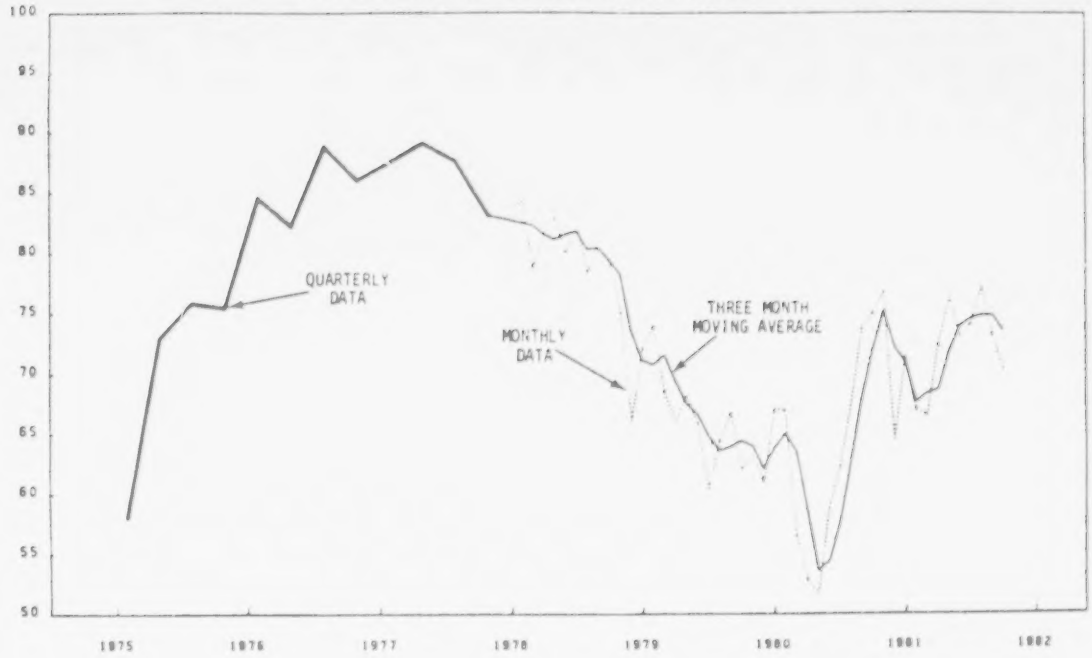
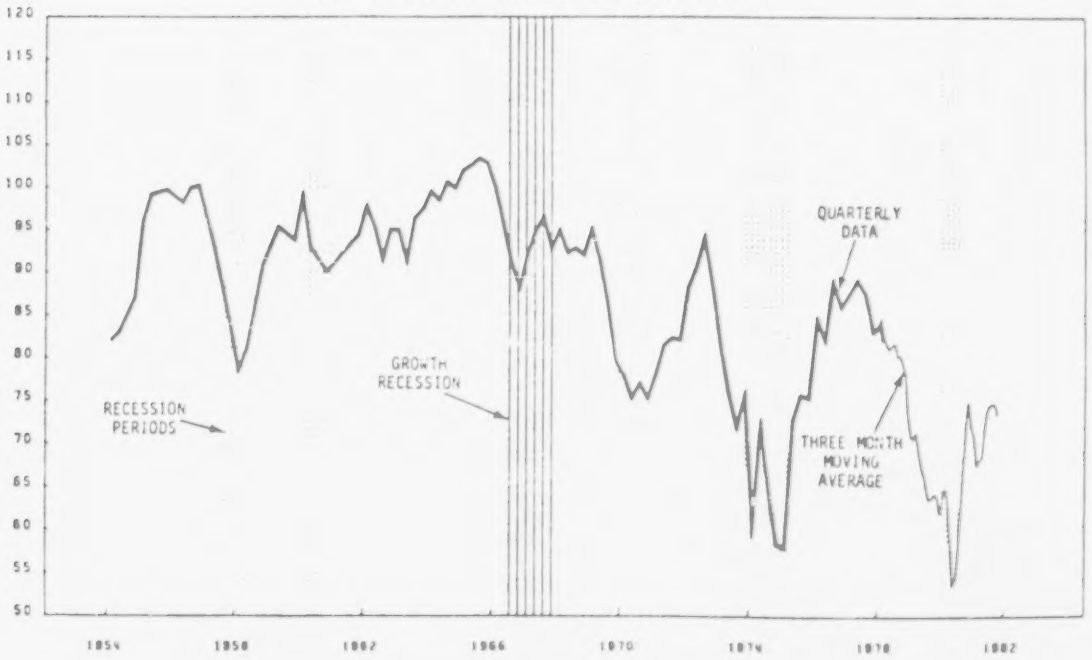


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE LABELS

Each tic mark on the time scale represents the month of January for the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:				
	November	1948	- October	1949
	July	1953	- May	1954
	August	1957	- April	1958
	April	1960	- February	1961
	June	1966	- November	1967*
	December	1969	- November	1970
	November	1973	- March	1975
	January	1980	- July	1980
	July	1981	- November	1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

---

[a] The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b] Average size of monthly surveys.

[c] Average size of two monthly surveys.

[d] Average size of three monthly surveys (one quarter).

3/13/84 U7475-2 A

March 9, 1984

FEBRUARY 1984 MONTHLY REPORT

Surveys of Consumer Attitudes

Richard T. Curtin *Director*

WILLINGNESS TO SPEND ESCALATES

** In the February 1984 survey, the Index of Consumer Sentiment was 97.4, below the record setting 100.1 in January, but higher than any other reading during the prior decade. The recent decline was due to a less optimistic outlook for the economy, largely due to interest rate concerns. These small declines do not detract from the otherwise optimistic level of consumer attitudes and expectations.

** Consumer's evaluations of their personal financial situation improved substantially during the past year, and in early 1984 were more favorable than at any other time during the prior decade. Among all families, 44 percent reported that their financial situation improved during the past year, and 58 percent reported improvement over conditions five years earlier. Future prospects, both near and long term, also improved in the February survey, with 41 percent of all families expecting improvement during the next year, and 56 percent expecting improvement over the next five years.

** An improved financial situation has promoted a greater willingness on the part of consumers to use savings or incur debt to make major purchases. In the February 1984 survey, 40 percent of all families reported a willingness to use accumulated savings, and 29 percent voiced willingness to incur new debt--both figures the highest recorded since the mid-1970s.

** Attitudes toward buying conditions for major household durables, vehicles, and houses remained at very favorable levels in the February 1984 survey. The principal reasons given by respondents for these favorable market evaluations are the appeal of lower prices and lower interest rates.

** Expectations about the future course of the economy remained at very favorable levels in the February 1984 survey, although they have receded from the peaks recorded earlier in 1983. The major concern involves rising interest rates--the proportion of consumers that expected interest rates to increase during the year ahead rose to 42 percent in February, from 32 percent in January, and 24 percent one year earlier.

* * *

The widespread optimism and confidence recorded in the February survey points toward continued growth in consumer sales during 1984. Along with greater sales, these data also indicate that greater pressures on the credit market can be expected in the upcoming months. The length and pace of the recovery will be determined by whether the increases in the demand for credit by the consumer sector, when combined with the needs of the government and the business sectors, can be accommodated without a resurgence in interest rates. Consumer sensitivity to interest rate trends has greatly heightened in recent years, and significant interest rate increases could again cause sharp and rapid reversals in favorable buying attitudes.

Monitoring Economic Change Program

Institute for Social Research • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224

Prospects for Family Finances Best in Decade

By the start of 1984 the financial situation of American families had improved substantially over the conditions that prevailed one year earlier. In the February 1984 survey, evaluations of both recent financial progress and expected improvement during the year ahead remained at or near decade peaks. Moreover, these favorable short-term evaluations are now accompanied by more favorable longer-term evaluations of personal financial prospects.

In the February 1984 survey, 44 percent of all families reported that their financial situation had improved during the past year, up from 30 percent in February 1983. Unfavorable evaluations of personal finances fell to 25 percent in February 1984, from 44 percent one year earlier. When asked to explain how their financial situation had changed, families in the February 1984 survey more frequently mentioned receiving income increases than mentioned this one year earlier (35, up from 26 percent), and fewer families mentioned income declines (19, down from 23 percent). Complaints about the adverse impact of inflation on family budgets fell to 15 percent in the February 1984 survey, down from 22 percent one year earlier, and 47 percent three years earlier. These accumulated improvements have resulted in more favorable long-term evaluations of personal financial progress. In the February 1984 survey, 58 percent of all families reported that their financial situation had improved compared with five years earlier, up from 46 percent in the February 1983 survey (see Table A below). The proportion of families that reported their financial situation had worsened during the past five years was 27 percent in the February 1984 survey, down from 39 percent in February 1983.

Consumers remained optimistic about prospects for further improvement in their financial situation during the year ahead. In the February 1984 survey, 41 percent of all families expected their financial situation to

improve, up from 33 percent one year earlier. Just 11 percent expected their financial situation to worsen during the year ahead. More families expected their incomes to increase in the February 1984 survey (65 percent) than one year earlier (54 percent). Among families that expected income increases, the February 1984 survey more frequently recorded expected income increases of 1-5% (26 percent), up from 16 percent one year earlier, while expected income increases of 10% or more were reported by 25 percent of families in the February 1984 survey, almost even with the 24 percent recorded one year earlier. The improvement in nominal income expectations, coupled with lower rates of inflation, has led consumers in the February 1984 survey to hold the most favorable real income expectations recorded during the past decade. Two-thirds of all families (69 percent) expected their income to keep pace with or exceed the rate of inflation during the year ahead.

These improvements in short-term prospects have also brightened the longer-term outlook. Among all families in the February 1984 survey, 56 percent expected their financial situation to improve during the next five years, up from 52 percent in 1983, and 39 percent in 1980 (see Table B below). Only one family in ten expected a worsening financial situation during the next five years.

Willingness to Spend Escalates

The improved financial situation of American families has led to an increased readiness to draw on savings or incur debt in order to finance major purchases. In the February 1984 survey, 40 percent of all families reported that they were willing to draw on accumulated savings to make major purchases, up from 33 percent one year earlier (see Table D below). Willingness to incur new debt was reported by 29 percent of all families in the February 1984 survey, up from 16 percent one year earlier (see Table C below). More

consumers reported their willingness to use savings or to incur new debt in order to make major purchases in the February 1984 survey than at any time during the prior five years.

The rise in consumer predisposition to spend has been accompanied by favorable attitudes toward buying conditions for major household durables, vehicles, and houses. Although some small declines from all-time peak levels were recorded in the February 1984 survey, consumer buying attitudes remained at very favorable levels.

Among all families, 70 percent favorably rated buying conditions for large household durables in the February 1984 survey, down from 73 percent in January, but substantially above the 54 percent recorded one year earlier. When asked to explain their views on buying conditions for large household durables, 39 percent of all families in the February 1984 survey mentioned the appeal of lower prices and the availability of good buys, just below the all-time record of 45 percent recorded in the January 1984 survey.

Buying conditions for houses were favorably rated by 63 percent of all families in the February 1984 survey, up from 59 percent in January, and 49 percent one year earlier. When asked to explain their views on buying conditions for houses, families in the February survey more frequently mentioned the availability of lower prices than mentioned this one month earlier (20, up from 15 percent), while fewer families mentioned high housing prices (13, down from 16 percent). In addition, the February 1984 survey recorded a small increase in the proportion of families that mentioned the availability of lower mortgage rates--to 50 from 41 percent; and a small decline in the proportion of families that cited high mortgage rates--to 20, down from 26 percent.

Buying conditions for vehicles were viewed favorably by 62 percent of all families in the February 1984 survey, just below the 64 percent recorded in January, and above the 57 percent recorded in February 1983. This small decline in favorable car buying attitudes was mainly due to less favorable perceptions of market prices. In the February 1984 survey, the proportion of families that mentioned the availability of lower car prices fell to 22 percent from 26 percent one month earlier, while references to high car prices rose to 18 percent from 16 percent.

Continued Improvement in Economy Expected

In the February 1984 survey, 72 percent of all families reported that the economy had improved during the past year, just below the all time record 75 percent recorded in January. News heard and recalled about recent economic developments centered on improvements in employment (reported by 25 percent of all families), as well as references to increased consumer demand (15 percent). Among all families, 38 percent expected business conditions to improve during the year ahead, below the 46 percent recorded in January 1984, and 45 percent recorded in February 1983. Just 11 percent of all families expect a worsening economy during the year ahead.

Good times in the economy as a whole during the next 12 months were expected by 65 percent of all families in the February 1984 survey, down from the 73 percent recorded in January, but substantially above the 39 percent recorded one year earlier. Prospects over the longer term were viewed favorably by 42 percent of all families in the February 1984 survey, just below the 44 percent recorded in January, but above the 31 percent recorded one year earlier.

Unemployment was expected to decline during the year ahead by 31 percent of all families in the February 1984 survey, approximately twice the number that expected increases in unemployment (16 percent). The most common expectation was that the employment rate would remain largely unchanged at its current level during the upcoming year (50 percent).

In the February 1984 survey, consumers reported that they expected an annual rate of inflation of 5.1% during the year ahead, somewhat above the 4.6% expected in January 1984 and the 4.7% recorded in February 1983. In the January 1984 survey, only one family in five expected prices to increase by more than 5% during the year ahead.

Interest rates were expected to increase during the year ahead by 42 percent of all families in the February 1984 survey, up from 32 percent in January, and 24 percent in February 1983. Just 16 percent of all families expected interest rates to decline in the February 1984 survey, down from 22 percent one year earlier, and 41 percent one month earlier.

* * *

The February 1984 surveys included 687 interviews completed between February 1, 1934 and February 29, 1984.

TABLE A

CURRENT FINANCIAL SITUATION COMPARED TO 5 YEARS AGO

	February Surveys					
	1979	1980	1981	1982	1983	1984
Better off	51%	51%	46%	53%	46%	58%
Same	15	12	10	12	14	13
Worse off	33	35	42	34	39	27
DK, NA	1	2	2	1	1	2
Total	100%	100%	100%	100%	100%	100%
Cases	1361	1019	668	700	709	687

The question was: "Now thinking back 5 years, would you say you (and your family living there) are better off or worse off financially now than you were 5 years ago?"

TABLE B

EXPECTED CHANGE IN FINANCIAL SITUATION IN 5 YEARS

	February Surveys					
	1979	1980	1981	1982	1983	1984
Better off	37%	39%	44%	47%	52%	56%
Same	34	29	27	30	26	29
Worse off	21	26	20	17	14	10
DK, NA	8	6	9	6	8	5
Total	100%	100%	100%	100%	100%	100%
Cases	1361	1019	668	700	709	687

The question was: "And 5 years from now, do you expect that you (and your family living there) will be better off, worse off, or just about the same as now?"

TABLE C

OPINIONS ABOUT WHETHER NOW IS A
GOOD TIME TO USE CREDIT FOR MAJOR PURCHASES

	February Surveys					
	1979	1980	1981	1982	1983	1984
OK to use credit; not especially reluctant	16%	19%	12%	14%	16%	29%
Pro-con	1	1	1	1	1	1
Not OK to use credit; especially reluctant	82	80	85	83	81	68
DK, NA	1	*	2	2	2	2
Total	100%	100%	100%	100%	100%	100%
Cases	1228	901	668	700	709	687

*Less than 0.5 percent.

The question was: "If there were something big that you wanted to buy, do you think that now is a time when it would be O.K. for you to buy it on credit, or is now a time when you would be especially reluctant to take on new debt?"

TABLE D

OPINIONS ABOUT WHETHER NOW IS A
GOOD TIME TO USE SAVINGS FOR MAJOR PURCHASES

(Percentage of families with savings)

	February Surveys					
	1979	1980	1981	1982	1983	1984
OK to use savings; not especially reluctant	32%	38%	26%	26%	33%	40%
Pro-con	3	1	3	2	1	*
Not OK to use savings; expecially reluctant	63	54	69	70	64	56
DK, NA	2	7	2	2	2	4
Total	100%	100%	100%	100%	100%	100%
Cases	1228	901	637	635	646	625

*Less than 0.5 percent.

The question was: "If there were a major purchase that you wanted to make, do you think that now is a time when it would be O.K. to use some of your savings or is now a time when you would be especially reluctant to use some of your savings?"